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BROADCASTING

Vol. 18 • No. 2

Broadcast Advertising

JANUARY 15, 1940
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

SCHOOL OF BUSINESS ADMINISTRATION
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Jan. 15, 1940

10,000,000

IN TEN YEARS

For the tenth consecutive year—another year and another million! WLS, in 1939, again received over a million letters. Over ten million letters (10,460,658 to be exact) have been received by WLS in the ten years under present management. That's a lot of mail, representing a lot of listeners—an audience loyal and responsive to WLS programs and the advertisers who present them. This responsive audience can be your audience. Ask any John Blair man.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(CHICAGO)** Glenn Snyder, *Manager*

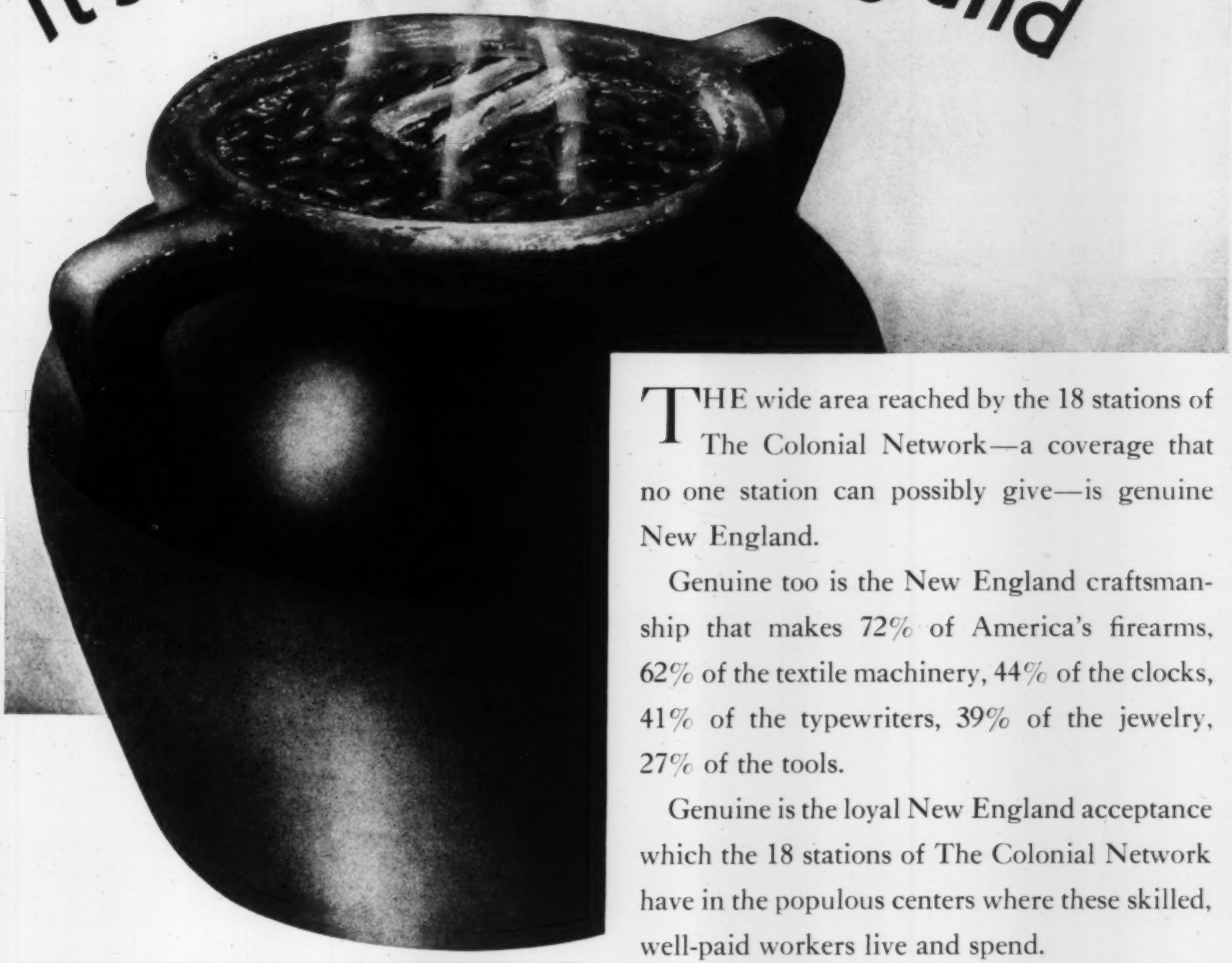
KLZ *Stokes* SALES

"Since starting our KLZ schedule we are receiving heavy orders from markets in 4 states where we previously had but scattered distribution."
—E. S. Stokes, president.

and sponsor's "new experience" ups sales 30% above former peak

● Denver's Stokes Canning Company cast its lot with KLZ for the first time in 1939. Radio advertising was admittedly "a new experience." The addition of KLZ was the only change in Stokes' advertising program from previous years. Yet by November 1st Stokes' sales were up 22% from the corresponding period in 1938! November advance orders were 30% above any month in Stokes' history! Sales which had been confined to the immediate Denver trade area spread out into new markets in four states! A new experience indeed for Stokes Canning Company . . . or any advertiser who uses KLZ for the first time. Yet to scores of advertisers who have watched KLZ move merchandise for them year after year this is an old and familiar story. KLZ always stokes sales in the Denver-Rocky Mountain area. KLZ invariably fuels merchandising programs to unprecedented highs. KLZ constantly kindles enthusiasm.

It's Genuine New England



THE wide area reached by the 18 stations of The Colonial Network—a coverage that no one station can possibly give—is genuine New England.

Genuine too is the New England craftsmanship that makes 72% of America's firearms, 62% of the textile machinery, 44% of the clocks, 41% of the typewriters, 39% of the jewelry, 27% of the tools.

Genuine is the loyal New England acceptance which the 18 stations of The Colonial Network have in the populous centers where these skilled, well-paid workers live and spend.

And typical of New England is the thrifty cost and generous results of The Colonial Network's consistent sales-building.

WAAB	Boston	WTHT	Hartford
WEAN	Providence	WATR	Waterbury
WICC	Bridgeport New Haven	WBRK	Pittsfield
WLLH	Lowell Lawrence	WNLC	New London
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WLBZ	Bangor	WHAI	Greenfield
WFEA	Manchester	WCOU	Lewiston Auburn
WNBH	New Bedford	WSYB	Rutland

EDWARD PETRY & CO., INC.
National Sales Representative

The
COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

This new CBS power...

WCKY 50,000 w.
CINCINNATI, O.

WRVA 50,000 w.
RICHMOND, VA.

WWL 50,000 w.
NEW ORLEANS, LA.

KRLD 50,000 w.
DALLAS, TEX.

KWKH 50,000w.

SHREVEPORT, LA.

WJSV 50,000w.

WASHINGTON, D.C.

in addition to . . .

WABC 50,000w.

NEW YORK, N.Y.

WBBM 50,000w.

CHICAGO, ILL.

8 MORE COMING!

WCAU PHILADELPHIA, PENN.	**50,000 w.**
WJR DETROIT, MICH.	**50,000 w.**
KNX LOS ANGELES, CALIF.	**50,000 w.**
WCCO MINNEAPOLIS, MINN.	**50,000 w.**
KMOX ST. LOUIS, MO.	**50,000 w.**

WBT 50,000 w.

CHARLOTTE, N. C.

WHAS 50,000 w.

LOUISVILLE, KY.

KSL 50,000 w.

SALT LAKE CITY, UTAH

50,000 watts where it counts the most!

CBS

HATS OFF TO WOR

...AND THE ENGINEERING STAFF, FOR OPERATING THE ENTIRE YEAR OF 1939 WITHOUT EVEN ONE PROGRAM BREAK!

J. R. POPPELE
Chief Engineer and Secretary of WOR

8221 operating hours without a single failure!

CHARLES H. SINGER
Technical Supervisor in charge of Transmitter and New Jersey Operations

WOR IS *Western Electric* EQUIPPED FOR BETTER BROADCASTING

THE 8th U. S. RETAIL MARKET

. . . . . prefers

KSTP

because . . . . .

—the world's finest radio entertainment is heard regularly on KSTP, the NBC Basic Red Network station.

—the most modern transmitting equipment assures quality reception to the dominant audience.

—the tremendous power of 50,000 watts gives advertisers "bonus" coverage in the rich 8th U. S. retail market.

—the complete merchandising and promotion departments of KSTP afford special sales assistance.

—KSTP is first in news—first in civic affairs—first in showmanship—first in the listening habits of the Northwest!

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

AMERICA'S FINEST PROGRAMS ARE HEARD OVER KSTP

Charlie McCarthy
Jack Benny
Bing Crosby
Fred Allen
Good News of 1940
Fibber McGee and Molly
Kay Kyser
Alec Templeton
Bob Hope
One Man's Family
Fitch Bandwagon
Fred Waring
Pot O'Gold
Guiding Light
Ma Perkins
Pepper Young's Family
Mary Marlin
Woman in White
Stella Dallas
Johnny Presents
Hour of Charm
Camel Caravan
Dr. I. Q.
Battle of the Sexes
AND MANY OTHERS

Rates and information on request . . .

KSTP

The Northwest's Leading Radio Station

Minneapolis, Saint Paul

50,000 WATTS

NBC BASIC RED NETWORK

A gripping series of action-packed adventures that now, more than ever, will thrill your listeners as spies and saboteurs are tracked down by the Secret Service

"SECRET AGENT
K-7 RETURNS"

Expertly produced in Association with Heffelfinger Radio Features. This NBC recorded program series is topnotch entertainment. It offers as well real opportunities for exploitation and merchandising. Available for Spot Advertisers in One or One Hundred Markets.

For "Secret Agent K-7 Returns" presentation and merchandising guide, write

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

---

The Adventure and the Romance of the West Spring to Life when

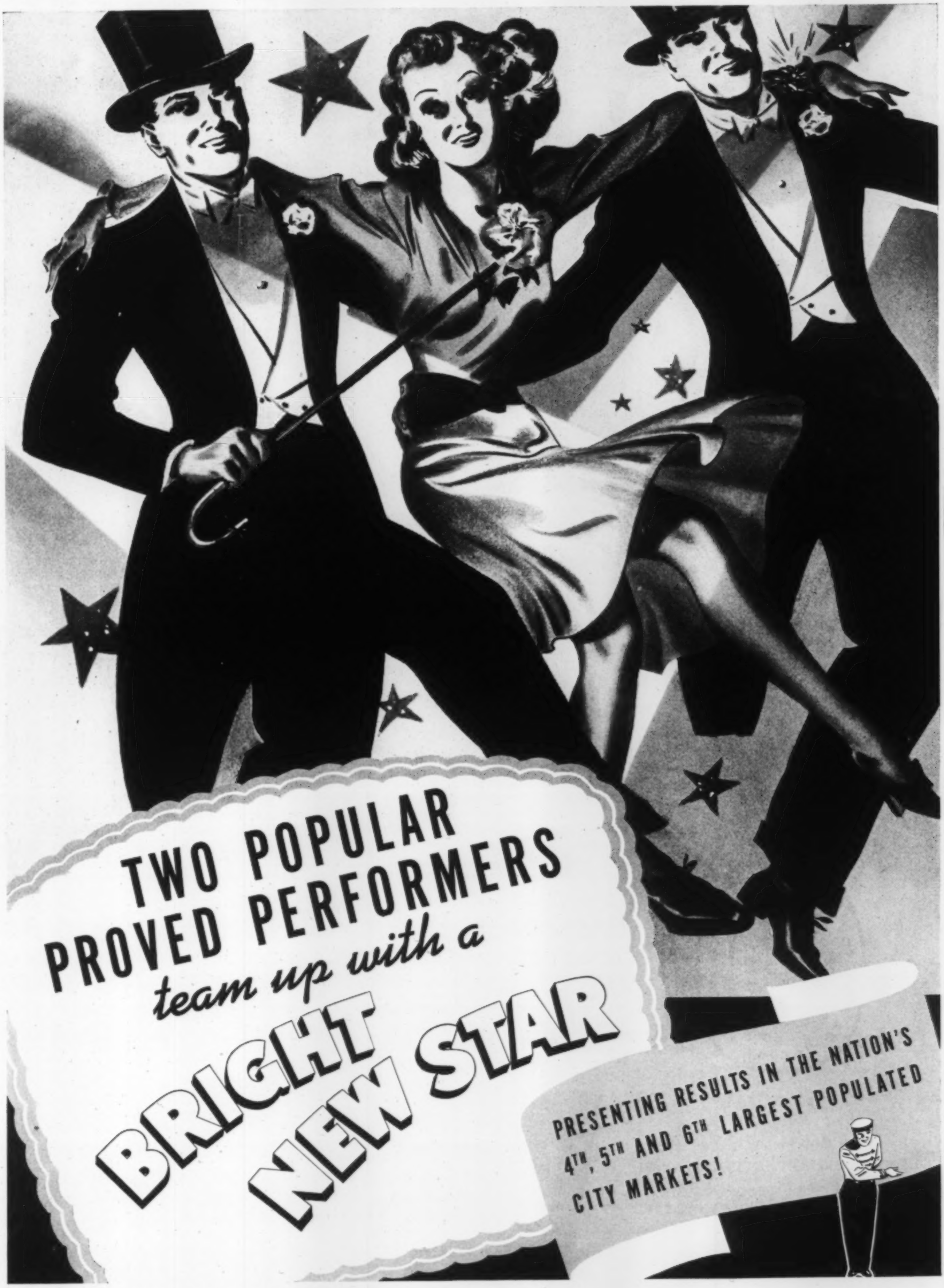
CARSON ROBISON and HIS BUCKAROOS

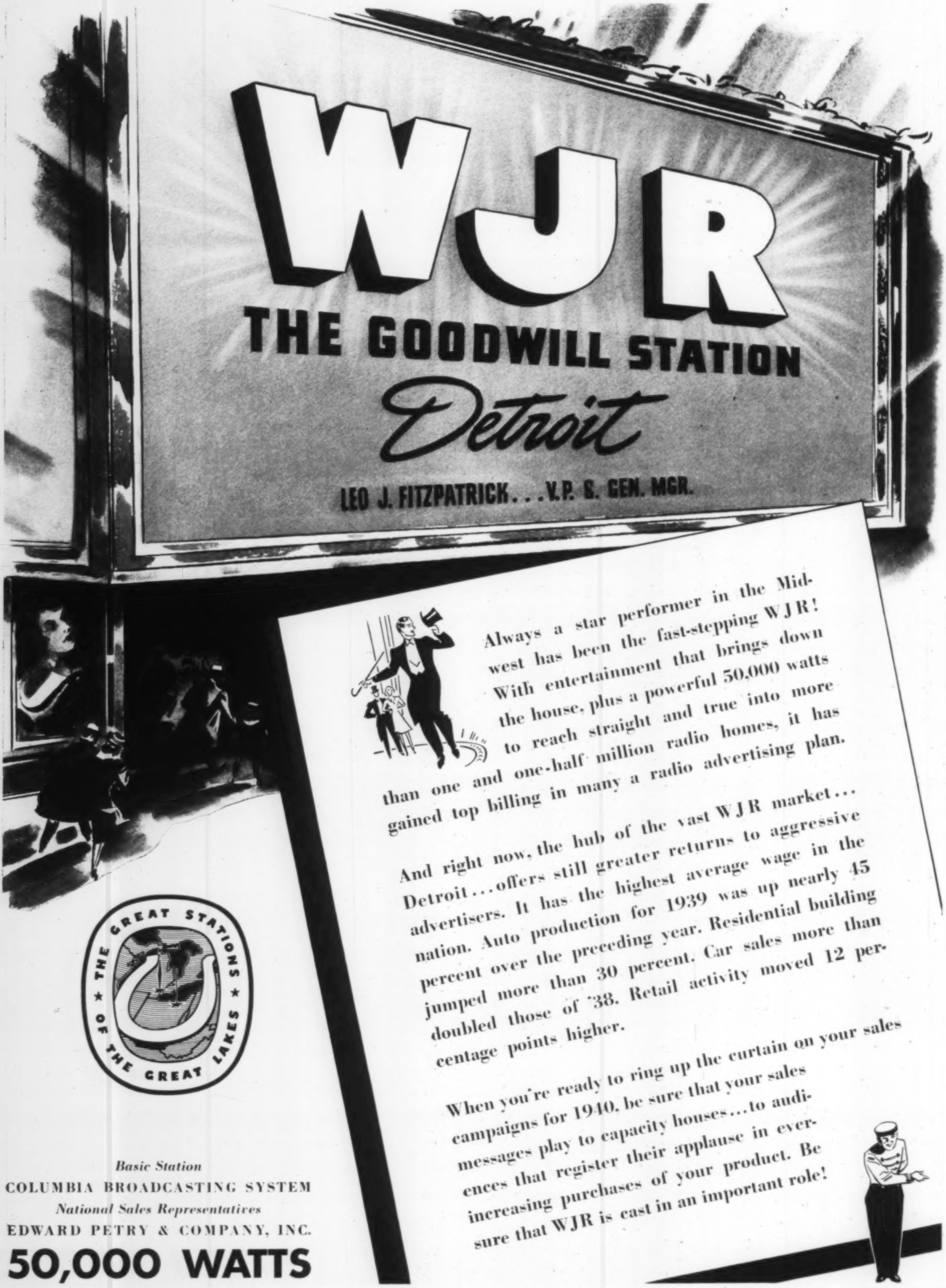
go on the air

Here is Another New NBC Recorded Program Series that Thrills Audiences with Its Realism, Its Stirring Songs, Its Tales of High-Riding Adventure in the Roaring, Exciting West! Carson Robison and His Buckaroos Have Been Consistent Network Favorites of Millions for Years! For Further Information, write

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood


TWO POPULAR
PROVED PERFORMERS
team up with a
BRIGHT
NEW STAR
PRESENTING RESULTS IN THE NATION'S
4TH, 5TH AND 6TH LARGEST POPULATED
CITY MARKETS!



WJR

THE GOODWILL STATION

Detroit

LEO J. FITZPATRICK . . . V.P. & GEN. MGR.

Always a star performer in the Midwest has been the fast-stepping WJR! With entertainment that brings down the house, plus a powerful 50,000 watts to reach straight and true into more than one and one-half million radio homes, it has gained top billing in many a radio advertising plan.

And right now, the hub of the vast WJR market... Detroit... offers still greater returns to aggressive advertisers. It has the highest average wage in the nation. Auto production for 1939 was up nearly 45 percent over the preceding year. Residential building jumped more than 30 percent. Car sales more than doubled those of '38. Retail activity moved 12 percentage points higher.

When you're ready to ring up the curtain on your sales campaigns for 1940, be sure that your sales messages play to capacity houses... to audiences that register their applause in ever-increasing purchases of your product. Be sure that WJR is cast in an important role!

THE GREAT STATIONS OF THE GREAT LAKES

Basic Station
COLUMBIA BROADCASTING SYSTEM
National Sales Representatives
EDWARD PETRY & COMPANY, INC.

50,000 WATTS

WGAR
THE FRIENDLY STATION
Cleveland
JOHN F. PATT . . . V.P. & GEN. MGR.

Advertising men made a discovery . . . and the name of WGAR practically went up in lights overnight on scores of schedules! With this single station (and at surprisingly reasonable rate) they now could reach 17 rich Ohio counties having combined buying income of nearly two billion dollars annually!

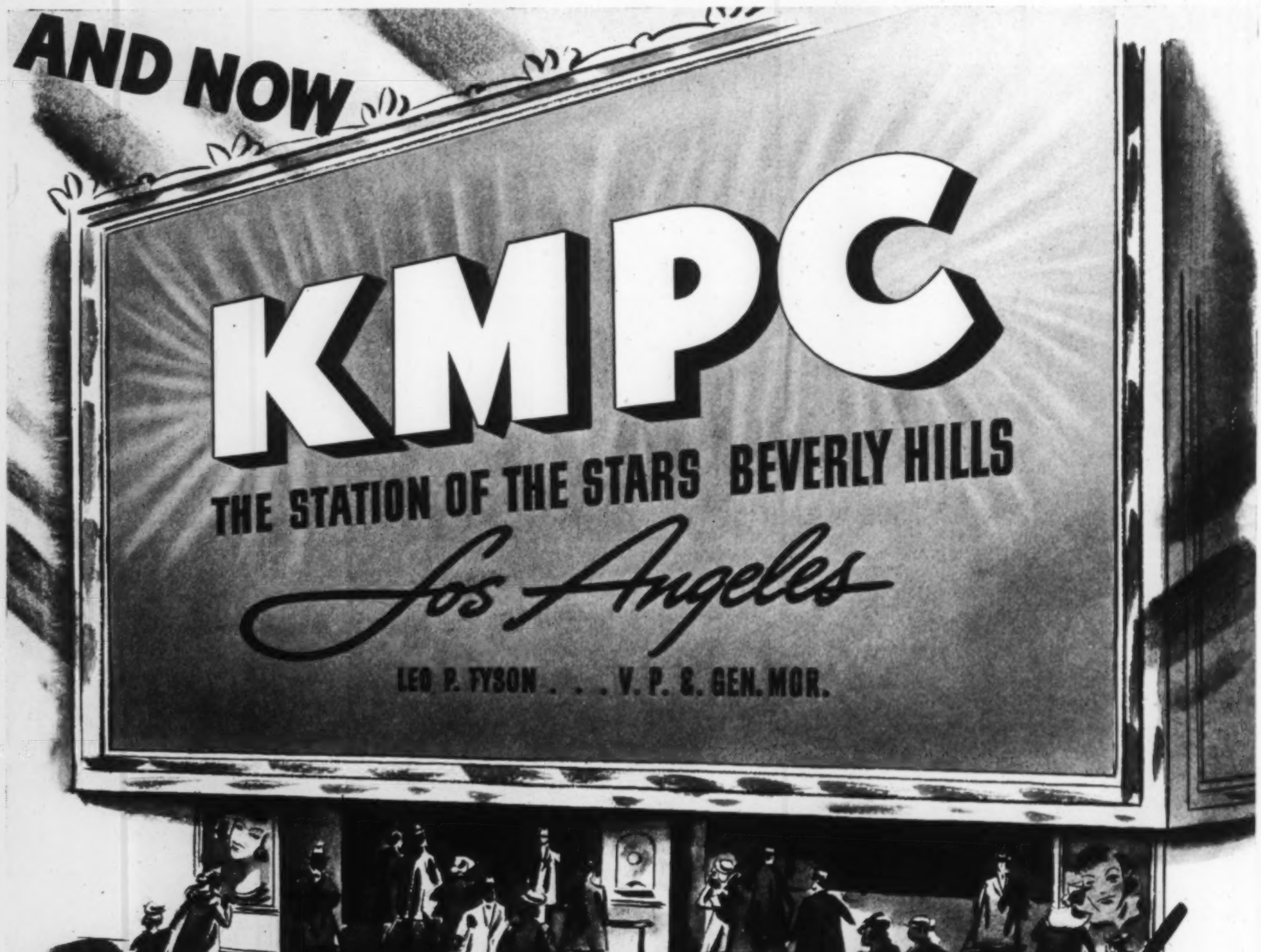
And, if political scenery has given you, dear reader, the idea that Cleveland is putting on a breadline melodrama . . . please consider these facts: Industrial wage earners employed during 1939 totaled 19 percent higher than the preceding year. Factory payrolls jumped from $3,400,000 to $4,200,000 weekly in the past twelve months. The best building year since 1930 has just been recorded, with '39 showing almost 100 percent increase over '38. Auto sales soared 30 percent. Department store sales moved up 6 percent, with one of the biggest Christmas buying seasons ever witnessed still to be computed. And pig iron production, always a reputable barometer, in 1939 doubled its '38 mark.

So, if this year you would like to win the spotlight for your product in northern Ohio . . . and without the cost of turning angel . . . give the lead to WGAR!

THE GREAT STATIONS OF THE GREAT LAKES

Basic Station
COLUMBIA BROADCASTING SYSTEM
National Sales Representatives
EDWARD PETRY & COMPANY, INC.

5000 WATTS DAY
1000 WATTS NIGHT


AND NOW
KMPC
THE STATION OF THE STARS BEVERLY HILLS
Los Angeles
LEO P. TYSON . . . V. P. & GEN. MGR.
GOES FULL TIME AND BIG TIME!

Now comes a rising new star to join the WJR-WGAR team . . . to make this an effective trio covering the 4th, 5th and 6th largest populated cities of the nation! Playing to the rich Los Angeles market with spendable income of more than $2,000,000,000 annually, it gives a potential listening audience of approximately 3,500,000 people.

Spotted at 710 on the dial, it has the center of the stage among wave lengths assigned in its territory . . . has one of the best signals and gives low cost, concentrated coverage of the Buying Airea of Southern California!

Name this dazzling new star as one to perform for you during 1940! (optional on CBS.) Make it a command performance for the trio . . . for WJR Detroit, WGAR Cleveland, KMPC Beverly Hills-Los Angeles . . . and you'll find that your advertising dollars are bringing greater audiences, still more buyers through the sales turnstiles!

JANUARY 15th

5000 WATTS DAY

1000 WATTS NIGHT

Affiliated with

COLUMBIA BROADCASTING SYSTEM

BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 2 WASHINGTON, D. C., JANUARY 15, 1940 $3.00 A YEAR—15c A COPY

Treaty Wave Shifts Slated for Summer

By SOL TAISHOFF

At Least Six Months Required for Drastic Changeover; Mexico Removes Barrier; 90% of Stations Affected

ENTAILING new assignments for some 90% of the more than 800 stations operating or authorized for construction in the United States and technically calculated to raise appreciably the service level throughout the spectrum, the reallocation of standard broadcast stations made possible under the Havana Treaty is planned by the FCC for this summer or early fall.

Aiming for a July 1 deadline—or within six months of Mexico's sudden and long-awaited ratification of the pact—the FCC already has set in motion machinery paving the way for the switchover. It will be the first reallocation of broadcast facilities since 1928, when Federal radio regulation actually got under way. And it will be the first Continent-wide cooperative effort designed to minimize interference since the advent of broadcasting. Mexico has never before been a party to any broadcast agreement.

Changes of Channel Assignments

Under the Havana Treaty

A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcasting Agreement (see note). Figures indicate kilocycles.

Col. 1	*Col. 2*
550	550
560	560
570	570
580	580
590	590
600	600
610	610
620	620
630	630
640	640
650	650
660	660
670	670
680	680
690	*
700	700
710	710
720	720
730	*
740	750
750	760
760	770
770	780 or 1110
780	790
790	810
800	820
810	830
820	840
830	850
840	*
850	870
860	880
870	890
880	910
890	920
900	980

Col. 1	*Col. 2*
910	*
920	950
930	960
940	970
950	980
960	*
970	1000
980	1020
990	1030
1000	1040
1010	690, 740, 990 or 1050
1020	1060
1030	*
1040	1080
1050	1070
1060	1090
1070	1100
1080	1110
1090	1120
1100	1130
1110	1140
1120	1150
1130	1160
1140	1070 or 1170
1150	1180
1160	1170 or 1190
1170	1200
1180	1170 or 1200
1190	1210
1200	1230
1210	1240
1220	1250
1230	1260
1240	1270
1250	1280

Col. 1	*Col. 2*
1260	1290
1270	1300
1280	1310
1290	1320
1300	1330
1310	1340
1320	1350
1330	1360
1340	1370
1350	1380
1360	1390
1370	1400
1380	1410
1390	1420
1400	1430
1410	1440
1420	1450
1430	1460
1440	1470
1450	1480
1460	1500
1470	1510
1480	1520
1490	1530
1500	1490
1510	*
1520	*
1530	1590
1540	*
1550	1600
1560	*
1570	*
1580	*
1590	*
1600	*

---

*Not assigned in U. S.

Some changes in individual cases not in accordance with the above change of channels may be necessary to avoid interference on adjacent channels or other considerations.

Border Problem

The Mexican border stations, scourge of reception in the United States and Canada, are destined to become extinct under the treaty terms, finally ratified by Mexico Dec. 28, as first reported exclusively in the Jan. 1 issue of BROADCASTING. No reservations as such were made by the Mexican Congress in sanctioning the compact. However, a gentleman's agreement exists between the Mexican Government and the United States whereby, under a bi-lateral arrangement, this country agrees to respect as clear channels six of the frequencies assigned to the interior of Mexico, in return for similar concessions to this country. On four of these channels, this country agrees not to assign any stations while on two others only one U. S. station will be assigned.

The State Department and the FCC are still informally discussing a proposal by Mexico which would slightly modify the bi-lateral agreement. This proposal was that the 800 kc. channel, assigned under the treaty to the State of Sonora, be reassigned to Rosarito, across the border from San Diego, with a power allocation of 50,000 watts. It is understood the FCC is inclined to reject this proposal, since it was viewed as an "exception" in the case of a border station. Establishment of such a precedent, it was felt, might pave the way for similar concessions to other border broadcasters, such as Dr. John R. Brinkley's 180,000-watt XERA and Norman T. Baker's 50,000-watt XENT.

The fact that Mexico already has notified the Cuban Government of its ratification of the treaty, specifying no reservations, is viewed as conclusive. The 800 kc. "exception" therefore is not seen as a likely stumbling block. Moveover, the Mexican Congress adjourned the day it ratified the treaty.

Ratification by Mexico came two years after the North American Broadcasting Agreement, as the Havana Treaty is formally known, had been drafted in Havana. Previously, Canada and Cuba, along with this country's Senate, had ratified the treaty. Largely because of the importunities of the border stations, in almost every instance operated by former American broadcasters, the Mexican Senate twice before had declined to ratify the pact. On one occasion, efforts were made to obtain concessions from this country to permit continued operation of border stations as a condition precedent to approval.

Engineering Problems

Although all save about two dozen U. S. stations know what their new assignments will be, shifting 10 to 40 kc. in the 550-1600 kc. broadcast band, a vast amount of preliminary technical detail must be concluded by the FCC engineering department before an actual switchover date can be set. Six months is considered sufficient, but that is not yet conclusive.

Assignments of every station on the Continent, save those in the United States, must be examined to determine antenna characteristics, so the FCC engineers may calculate antenna and transmitter adjustments which will be necessary. These data will be filed by other signatory nations with Havana and then interchanged. Since all of the countries will observe identical engineering standards, suggested by this country for all classes of stations, no complications are foreseen.

FCC Procedure

If this work can be completed in time, it is presumed the FCC will promulgate its reallocation order for the summer date—possibly July 1. On the other hand, if it is found that more time is required, a later date will be set, though Sept. 1 is viewed as the very latest. The Commission desires a summer switchover order, since stations requiring entirely new antenna installations and possibly new sites will then be in a position to complete that work by fall.

While actual procedure has not been agreed upon, FCC counsel appear to favor a "show cause" order under which all stations will be notified of their new assignments, to take place on the date specified. Stations feeling they are adversely affected then could procure a hearing on petition. But it appears almost a foregone certainty, whatever the procedure, that such requests for alterations after hearing would be promptly denied. The prevailing view is that individual contests of stations for particular assignments, which unquestionably would be local in character, can be threshed out following effectuation of the treaty allocation terms.

Mr. Azcarraga

The bi-lateral agreement, which appeared to have made possible Mexico's ratification, was the suggestion of the Mexican Association of Broadcasters, headed by Emilio Azcarraga, president of XEW, Mexico City, 50,000-watter, and a powerful figure in the Republic. Opposed to border stations because they serve American rather than Mexican listeners, he suggested the arrangement whereby bona fide Mexican stations would be accorded clear-channel stations continentally. He is credited with having successfully countered the efforts of the border-station broadcasters to scuttle the treaty.

The channels which, under the side agreement, this country will respect as clear to the point of placing no other station on them, are 730 kc., assigned to Mexico City; 800 kc., to Sonora; 900 kc. to Mexico City; and 1570 kc. to Nuevo Leon. In addition, it is agreed that on the 1050 kc. Class I-A channel, this country will assign only one station. This will be WHN, New York, which is slated for 10,000 or 50,000-watt operation. The Mexican dominant station will be at Nuevo Leon. On 1220 kc., assigned to Yucatan, the agreement permits only one station in this country, to be located in the central portion.

The only hitch that has developed thus far is the proposal to shift 800 kc. from Sonora to Rosarito. The Mexican station in Rosarito now is operating on 1090 kc. Its chief owner is said to be Abelardo Rodriguez, president of Mexico from 1928 to 1934. American broadcasters, however, are associated with the station, which maintains sales offices in this country. [BROADCASTING, Dec. 15.]

Overall Improvement

Under the treaty, facilities are assigned to serve the nationals of the country to which they are allocated. Since the border stations use high power and directive antennas to serve American rather than Mexican listeners, they cannot qualify. At best, it is concluded, they can be accorded only local or possibly regional facilities, in lieu of their present high-power assignments, or preempted channels.

By virtue of the bi-lateral agreement, assignments of some 25 stations in this country will remain in doubt until promulgation of the reallocation order. Prior to these conditions, and under the original plans, only about 10 daytime stations were unaccounted for on new assignments. It had been planned to duplicate certain of these on Mexican clear channel or I-A assignments. Since these possibilities now are minimized, it is to be deduced that a number of stations originally slated for improved assignments will not get them.

Drawn for BROADCASTING by Sid Hix

"Can't Talk Now . . . Must Rush . . . Go on WZAX in Four Minutes With My Daily 'Safe Motoring' Program!"

The reallocation plan, however, contemplates a structure under which no station will be worse off than at present. Because of the horizontal increases in power for locals and regionals made possible under the treaty, many of which already have been authorized, an overall improvement in the service level is foreseen. Moreover, the fact that other nations on the continent will adhere to proper engineering standards—largely the work of the FCC—presages reduction in interference from across the borders.

To Speed Up Routine

Until it perfects its allocation plans, the FCC will speed up all routine changes in assignments. Controversial technical changes, however, probably will be held up pending the reallocation. Stations seeking improved facilities not provided for in the allocation, such as duplicated assignments on clear channels, must await the post-allocation period. Many indications have been given already of an impending battle royal for coveted Class I-B and Class II assignments on clear channels after reallocation.

While this country has assigned to it 32 exclusive channels, it proposes to use not less than 25 of them for so-called Class I-A operation, which means they will not be duplicated within the borders of the United States. Along with Canada, Mexico and Cuba, as well as the lesser signatories, the FCC must register at Havana these precise assignments. Whether it will register 25 Class I-A assignments, or a greater number, remains to be determined. WCAU, Philadelphia, which had been slated for a duplicated clear assignment, put up a strong fight in hearings before the FCC following drafting of the treaty, for the preferred status, along with WOR, Newark.

Because there will be a number of instances in which stations must install new directive antennas to comply with technical requirements, while others must change locations, it is not unlikely that when the reallocation is ordered, such stations will shift to their new assignments and operate voluntarily with reduced power. This will be only until the corrections have been made, however.

Poor Pushbutton!

BEDLAM on the wavelengths, expected for a temporary period when the reallocation becomes effective later this year pursuant to the Havana Treaty, may be even more severe than most people figure. The reason is the push-button set, some 8,000,000 of which are estimated in use. All will have to be recalibrated to the new station assignments. Thus a field day for service men is expected, along with the confusion of stations and listeners.

9 Out of 10 Affected

Since all save a handful of stations (mainly daytime and limited time) know what their new assignments will be, it is thought they can order new crystal controls, ground to their new frequencies, well in advance of the actual switchover. Moreover, engineers feel there is no reason why stations should not make after-midnight tests on the new channels, and discover what other adjustments may be necessary, so that when the actual shift is ordered it can be accomplished almost as simply as the flick of a switch. Stations are doing this constantly under modification authorizations, and the procedure is no different under the allocation, except it will be a wholesale proposition.

About 90% of the stations will be subjected to assignment changes, a scanning of the treaty and the FCC log discloses. As of Jan. 1 there were 814 stations licensed or holding construction permits. Of these all except 80 will undergo frequency changes. Stations on the frequency from 550 to 720 kc. will not be affected, retaining present assignments. Others slide up the band from 10 to 40 kc., except in several instances where entirely new assignments are slated because of treaty allocation of specific channels to other countries.

The Inter-American Radio Conference, at which the Treaty was drafted, began in Havana on Nov. 1, 1937. It concluded its work on Dec. 13, 1937. Principal figure at the sessions was Commissioner T. A. M. Craven, who headed the American delegation and was credited with accomplishing an important diplomatic feat in getting nations of the continent together for the first time on so fundamental a matter as broadcast allocations. Heads of other delegations paid tribute to him for his "tact and ability" at the closing sessions, because he was responsible for drafting of the basic plan and had served as chairman of all important allocation committees. Andrew D. Ring, assistant chief engineer in charge of broadcasting, had handled the preparatory technical data, and actively assisted in the proceedings as technical advisor to the delegation.

Others Had Ratified

The treaty was ratified by Cuba on Dec. 22, 1937. The United States ratified June 15, 1938, and Canada on Nov. 29, 1938. The Mexican Senate on Oct. 26, 1938, first declined to ratify the pact, and several weeks later again took negative action. It was not until Senor Azcarraga actively undertook to procure Senate ratification, in opposition to the border-station brigade, that approval came—and then on the final day of Mexican Congressional session.

* * *

Canada's Shift

Canadian Broadcasting Corp. officials at Ottawa are reported to have placed six months as the time necessary to make the frequency changes provided under the Havana Treaty. A definite deadline will be set for the reallocation so that all stations can shift to new wavelengths at the same time. Principal gains under the new allocations will be by CBC stations at Toronto, CBL, and at Montreal, CBF and CBM, which have suffered serious interference from stations in Mexico.

Butter Firm Tests

JUNE DAIRY PRODUCTS Co., Newark, on Jan. 11 started a test campaign of daily spot announcements on WICC, Bridgeport, Conn., for Dated sweet cream butter. More stations will be added if the test proves successful, according to A. W. Lewin Co., Newark, the agency in charge.

Grace Line Testing

GRACE LINE, New York, on Jan. 10 started radio for the first time with the sponsorship of Elmer Davis' news analysis on WABC, New York, Monday, Wednesday and Friday, 6:30-6:45 p.m. in behalf of its South American cruises. Kelly, Nason, New York, places the account.

Shell Oil Using Spots

SHELL UNION OIL Co., New York, has started evening spot announcements daily on 35 stations. Agency is J. Walter Thompson Co., New York.

TBS Negotiating Again for B-S-H Network Clients

Adams Promises Statement; Still Plan Feb. 1 Start

PROMISE of a definite statement regarding the Transcontinental Broadcasting System and its planned new starting date of Feb. 1 by the middle of January was given TBS affiliate stations in a letter sent out Jan. 11 by John T. Adams, chairman of the board of TBS. The letter was the first official utterance on the proposed network since the telegram of Dec. 30 which postponed for a month the originally scheduled New Year's Day inaugurals. It stated:

"On Jan. 2 our attorneys opened negotiations with Blackett-Sample-Hummert, and, without prejudice to our position, have been negotiating ever since. I cannot determine at this time the exact status of the negotiations as they are still in progress, but within the next four days we will be in a position to give you definite information. We do not intend to permit you or any other of our affiliated stations to be placed in a position similar to the one in which you were placed last month."

Finance Problems

"I would like you to know that I have put up this battle to keep this network alive against the greatest possible odds," Adams continued, "and without any personal gain for myself. I want you to know that I have no stock in the company of TBS, have never had any, and have never received from this company anything except expense money. I have stayed in the picture and fought this battle because I felt an obligation to each and every one of you who came into this situation with a sincere desire to set up a real national network."

Adams also said that William A. Porter, chief counsel for the network, owns no TBS stock and has thus far received no pay for his work on the network's behalf. Contradicting many reports that the trouble in getting TBS started was due to money difficulties, Adams stated that adequate financing has been offered by many sources.

As BROADCASTING went to press Jan. 12 it was learned unofficially that funding had been definitely arranged, and a reliable source stated the B-S-H contract had "finally been signed." In Washington, George O. Sutton, attorney, who is a TBS director and stockholder, reiterated that TBS has "every prospect of going on the air Feb. 1."

This question of TBS financing or the lack of it, subject of numerous rumors in the weks immediately preceding and following Jan. 1 was first brought out into the open on Dec. 30 in a statement issued by Blackett-Sample-Hummert a few hours after the TBS announcement of its postponed starting date. Denying any repudiation of commitments on its part, Blackett-Sample-Hummert said that "conferences betwen ourselves and representatives of TBS have never passed the negotiation stage. During such negotiations, TBS has, among other things, failed to submit to us evidence of its financial ability to operate a network. Any prospective agreements discussed between Blackett-Sample-Hummert and TBS have always contemplated the submission on the part of TBS of evidence of its financial stability. Such evidence has not been forthcoming and no agreements have been made. We have and will continue to cooperate in every way with the TBS group."

Indications that the agency had become more satisfied with TBS' financial stability were given by the fact that negotiations had been resumed between agency executives and members of the law firm of Breed, Abbott & Morgan, which TBS had appointed to carry on its dealings with the agency. Approached by BROADCASTING on Jan. 11, these attorneys admitted that negotiations were in progress but declined to state what conclusions, if any, had been reached.

Meanwhile, other rumors concerning the withdrawal of Elliott Roosevelt, founder and president of TBS, from the network were proved true when, on Jan. 5, he announced that his resignation had been submitted and accepted on Dec. 21. At TBS headquarters this statement was confirmed but other TBS executives refused to discuss the reasons. It was understood, however, that Mr. Roosevelt's resignation followed his failure to produce the $175,000 outstanding on his pledge of $245,000, on which he had deposited $70,000 with the network.

GOING over music and script for the initial *Musical Americana* program, to originate at Pittsburgh beginning Jan. 25 under sponsorship of Westinghouse E. & M. Co., are (l to r) Raymond Paige, musical director; Kenneth L. Watt, radio director of Fuller & Smith & Ross agency and director of the program; Milton Cross, *Musical Americana* announcer; Deems Taylor, m.c., and Walter Myers, of the NBC sales department. The new program is to be carried on 95 NBC-Blue stations and also shortwaved to Latin America, Europe and South Africa, and will be heard Thursdays, 8-8:30 p.m. (EST). Featuring the Westinghouse Radio Orchestra, *100 Men of Melody*, the program will present a swing choir and guest instrumentalists chosen from leading conservatories and music schools.

Mutual Starts Its Fourth Year With Expanded Network Base

EXPANSION of the national network base of Mutual Broadcasting System, coincident with the beginning of its fourth year of operation, under which 57 stations of the network become stockholders with five-year contracts, has been announced by W. E. Macfarlane, president. To perfect plans for the greatly expanded operation, officials of the network as well as newly-elected directors representing stockholding stations met in Chicago Jan. 11-12.

Lewis Allen Weiss, general manager of the Don Lee Broadcasting System, was elected vice-president of MBS at the Chicago meeting, with all other officers reelected. It was decided that a newly created Operating Board shall consist of E. D. Wood, WGN; John Shepard 3d, Yankee Network; H.K. Carpenter, WHK-WCLE; Ted Campeau, CKLW; T. E. Streibert, WOR; Hulbert Taft Jr., WKRC; Mr. Weiss, and Fred Weber, MBS general manager. Two others will be chosen later from affiliate stations.

Details of the five-year plan, as announced by Mr. Macfarlane, provide for exclusive participation of the basic member stations in MBS, except for existing commitments.

Key Contracts Renewed

Seven independent broadcast organizations, which embrace 57 of the 124 MBS affiliates, have pledged themselves to underwrite financial operation of the network, Mr. Macfarlane stated. All of the key member stations have renewed contracts for five years effective Feb. 1. Capital stock of MBS will be distributed among these contributing member stations. Entering into the new arrangement are WGN, Chioagc; WOR, Newark; Don Lee Broadcasting System, with 33 stations in California and the Pacific Northwest; WAAB, Boston, and 17 Colonial Network stations in New England; CKLW, Windsor-

(*Continued on Page 93*)

Mutual Revamps Texas Coverage

Texas State Network Sliced; Kentucky, Kansas Regionals

IN THE WAKE of the postponement of Transcontinental Broadcasting System, activity developed in formation and alteration of existing regional networks, climaxed principally by expansion and bolstering of Mutual Broadcasting System. [see other stories on this page].

Reduction of Texas State Network from 24 to 13 outlets was effected Jan. 10, with Elliott Roosevelt, recently resigned president of the projected TBS, remaining as its head. Simultaneously, it was reported John T. Adams, chairman of Transcontinental, has retired as executive vice-president of Texas State.

Meanwhile, it was learned that negotiations were in progress with MBS whereby WRR, Dallas, and KFJZ, Fort Worth, would become regular outlets for those cities on a direct line haul from Oklahoma City. These negotiations also involve arrangements whereby the line of the recently formed Lone Star Network would be used by MBS from Fort Worth to Houston and San Antonio, where KXYZ and KABC, respectively, would be picked up, thereby enabling MBS to cover the four major markets of the State. Lone Star, headed by Harold V. Hough, general manager of WBAP and KGKO, Fort Worth, has 16-hour-per-day lines but uses only a portion of the time. Sam Bennett, former TSN vice-president, is the Lone Star manager in Dallas.

New Regionals

Formation of two additional regional networks was reported. Steve Cisler, manager of WGRC, New Albany-Louisville, was reported forming a Kentucky network also including WSIX, Nashville, WKRC, Cincinnati, WCMI, Ashland, and WLAP, Lexington, as well as other stations. In Kansas City WHB is organizing a regional network of Kansas stations to be known as The Sunflower Network and to be linked with MBS.

Mr. Roosevelt announced that curtailment of Texas State would "streamline the operation and make it more composite". Rates of TSN for the 13-station hookup were said to be $148 for a quarter-hour daytime and $282 for a night quarter-hour. The new TSN list was reported as KFJZ, Fort Worth-Dallas; KRBC, Abilene; KBST, Big Springs; KPLT, Paris; KGKL, San Angelo; KABC, San Antonio; KNOW, Austin; WACO, Waco; KCMC, Texarkana; KTEM, Temple; KRRV, Sherman; KWFT, Wichita Falls; KRLH, Midland.

Stations which reportedly ended affiliation with the network as of Jan. 10 by mutual agreement, were given as KRGV, Weslaco; KRIS, Corpus Christi; KFDM, Beaumont; KLUF, Galveston; KXYZ, Houston; KGKB, Tyler; KFRO, Longview; KFDA, Amarillo; KAND, Corsicana; KFYO, Lubbock.

WGAR Seeks 730 kc.

WGAR, Cleveland, Jan. 12 filed with the FCC an aplication for a shift in frequency from 1450 kc. to 730 kc., clear channel utilized by WSB, Atlanta, but which is slated for I-A operation in Mexico City under the Havana Treaty. An increase in power to 10,000 day and night also is sought.

B-S-H Holds Lead In Agency Billing

Nears 11 Million for Year; P & G Is Leading Sponsor

AGAIN Blackett-Sample-Hummert leads the field in the amount of business placed in 1939 on the nationwide networks. Young & Rubicam ranks second, changing places with J. Walter Thompson, which this year drops to third. A heavy portion of the B-S-H billings is accounted for by strip serials on behalf of such clients as General Mills, Procter & Gamble and Sterling Products.

Total B-S-H network billings for 1939 amounted to $10,714,498, rising well over a million dollars from the $9,093,125 figure of the year previous. Young & Rubicam raised its $5,093,640 total of 1938 to $6,481,352, thus passing J. Walter Thompson, which boosted its 1938 mark of $5,320,608 to $6,342,268, not far behind the Young & Rubicam billings.

B & B Again Fourth

Fourth place in the rankings again goes to Benton & Bowles, whose $5,421,812 total was well above the $4,800,399 of the prior year. Ruthrauff & Ryan, billing $4,991,348, stepped into fifth place over Lord & Thomas, which billed $3,891,308. Compton Adv. again occupies seventh place, with a total of $3,811,128. Pedlar & Ryan, eleventh a year ago, is now found in eighth place with $2,902,600. Ward Wheelock Co. drops from eighth to ninth, with $2,595,270, replacing Newell-Emmett Co., which billed $1,987,362 to occupy eleventh place. Again in tenth place is BBDO, whose billings were $2,481,296.

Network billings not placed through agencies totaled $772,200 last year. Direct billings on CBS amounted to $179,115. Mutual's direct billings totaled $413,715, of which General Baking Co. spent $26,264.

Major Network Sponsors

Again Procter & Gamble Co. was leading sponsor of NBC networks, its gross billings reaching $6,485,788, far in excess of the $4,860,155 billed on NBC in 1938. Sterling Products rose to second place among NBC clients with billings of $3,047,077, followed by Standard Brands, second in 1938, and third in 1939 with $2,898,521.

General Mills almost doubled its NBC expenditures on NBC, having billed $2,136,953 in 1939. General Foods Corp. was close on its heels with $2,078,400. American Home Products reduced its billings to $1,219,438.

CBS's best client in 1939 was Lever Brothers, which placed $3,392,672 on the network, followed by General Foods with $3,191,167 and Colgate-Palmolive-Peet with $2,509,096. Procter & Gamble's billings on CBS amounted to $2,283,347. Other sponsors topping the million dollar mark on CBS were Campbell Soup Co., $2,253,083; R. J. Reynolds Tobacco Co., $1,418,333; William Wrigley Jr. Co. $1,304,391; American Tobacco Co., $1,286,703.

Heaviest buyer of Mutual time in 1939 was Buyak Cigars with $521,614. Second largest was Ironized Yeast Co., $356,969. Other leaders were Gospel Broadcasting Assn., $304,651; Lydia E. Pinkham Medicine Co., $220,073; General Baking Co., $212,733.

For tabulations of major networks' gross billings by sponsors during 1939 and table of network advertisers by industry groups, see page 84.

NETWORK BILLINGS BY AGENCIES: 1939

Ranked in Order of Combined Gross Billings By NBC, CBS and MBS

Blackett-Sample-Hummert	$10,714,498
Young & Rubicam	6,481,352
J. Walter Thompson Co.	6,342,268
Benton & Bowles	5,421,812
Ruthrauff & Ryan	4,991,348
Lord & Thomas	3,891,308
Compton Adv.	3,811,128
Pedlar & Ryan	2,902,600
Ward Wheelock Co.	2,595,270
BBDO	2,481,296
Newell-Emmett Co.	1,987,362
Wm. Esty & Co.	1,852,529
H. W. Kastor & Sons Adv. Co.	1,732,120
Lennen & Mitchell	1,613,974
Russell M. Seeds Co.	1,400,433
Stack-Goble Adv. Agency	1,294,410
Wade Adv. Agency	1,236,254
Biow Co.	1,234,522
Gardner Adv. Co.	1,165,253
N. W. Ayer & Son	1,144,316
Erwin, Wasey & Co.	1,025,507
Roche, Williams & Cunnyngham	1,008,509
Arthur Kudner	963,872
Buchanan & Co.	888,440
Neisser-Meyerhoff	884,625
McCann-Erickson	775,934
Knox Reeves Adv.	755,461
Sherman K. Ellis & Co.	602,968
Needham, Louis & Brorby	589,330
Hutchinson Adv. Co.	561,710
Sweeney & James Co.	558,746
Ivey & Ellington	521,614
McKee & Albright	508,406
L. W. Ramsey Co.	488,265
Lambert & Feasley	460,650
Aubrey, Moore & Wallace	438,850
Frances Hooper Adv. Agency	430,766
J. M. Mathes Inc.	365,909
Warwick & Legler	357,162
Maxon Inc.	305,405
R. H. Alber Co.	305,107
Joseph Katz Co.	299,399
Campbell-Ewald Co. of N. Y.	294,950
Grant Adv. Co.	259,016
Henri, Hurst & McDonald	235,784
Hixson-O'Donnell Adv.	228,104
Leo Burnett Co.	215,423
Bermingham, Castleman & Pierce	190,255
Cecil & Presbrey	181,487
Hellwig-Miller Co.	164,983
C. W. Hoyt Co.	164,128
Glicksman Adv. Co.	151,893
Critchfield & Co.	132,460
Westco Adv. Co.	128,787
Morse International	121,488
Grady & Wagner	113,008
Franklin Bruck Adv. Corp.	109,172
Bowman & Columbia	102,375
H. M. Kiesewetter	102,269
Sorensen & Co.	100,167
Kelly, Stuhlman & Zahrndt	99,565
Foster & Davies	97,014
Fuller & Smith & Ross	94,822
Marschalk & Pratt	85,390
Emil Brisacher & Staff	73,348
Campbell-Mithun	63,985
W. I. Hamilton Co.	60,076
Barton A. Stebbins Adv. Agency	56,306
Fitzgerald Adv. Agency	47,676
Kenyon & Eckhardt	41,662
Tomaschke-Elliott	41,384
Gale & Pietsch	38,160
Tucker Wayne & Co.	34,182
Byer & Bowman Adv. Agency	31,461
Long Adv. Service	31,131
Bass-Luckoff	30,977
Aitkin-Kynett Co.	30,495
Botsford, Constantine & Gardner	29,520
Leon Livingstone Adv. Agency	24,660
C. M. Rohrabaugh	24,288
Clements Co.	23,236
Anderson, Davis & Platte	22,859
Walsh Adv. Co.	18,500
Sidney Garfinkel Adv. Agency	17,860
Samuel C. Croot Co.	16,806
Lambert & Feasley	15,784
Weill & Wilkins	15,356
Dan B. Miner Co.	14,196
Weston-Barnett Inc.	13,823
Baker Adv. Agency	13,200
Kayton-Spiero	13,083
L. W. Ramsey Co.	11,924
Cockfield, Brown & Co.	11,000
Commercial Radio	8,640
Logan & Stebbins	5,940
MacLaren Adv. Co.	6,900
M. H. Hackett Co.	6,825
J. D. Tarcher Co.	6,041
Ray Davidson	5,372
John H. Dunham Co.	4,320
Richard F. Connor	3,658
H. B. Humphrey Co.	2,704
L. C. Gumbinner & Co.	2,043
Brook, Smith, French & Dorrance	1,920
Howard G. Hanvey	1,704
Glasser Adv. Agency	1,470
Walker & Downing	1,087
Hanvey & Haas	704
David Malkiel Adv. Agency	691
Dana Jones Co.	456

Network Billings In 1939 Surpass All-Time Records

December Peaks Bring Annual Figures to New High Level

SURPASSING 1938's total, the nationwide networks in 1939 rolled up gross time sales of $83,113,801 to set a new all-time high for the industry. The 1938 total of $71,728,400, which was only 3% over that of 1937 due to a bad summer slump, was increased by 15.9% in 1939, a year in which general business conditions and revised network policies combined to make it a banner year for the networks.

December likewise set a new record for combined network billings in any one month, the third consecutive month in which the major networks passed the $8,000,000 mark. Combined billings for the month were $8,126,601, up 20.3% above the $6,753,501 figure achieved in December 1938, and more than $90,000 ahead of gross time sales for November, best previous month.

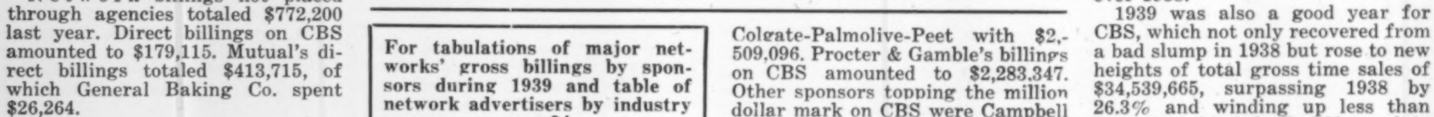
Best in History

Month and year were both the best in NBC history as well as the best for the Red network, which NBC reports as now having greater sales than any other single advertising medium in the world. In December, Red billings totaled $3,262,504, an 11.4% gain over December 1938, while Blue billings were $1,017,244, a gain of 6.1% over the same month of the previous year. For the year 1939, the Red total was $34,982,163 and the Blue $10,262,191, making an NBC 1939 total of $45,244,354, with a gain of 9.1% over 1938.

1939 was also a good year for CBS, which not only recovered from a bad slump in 1938 but rose to new heights of total gross time sales of $34,539,665, surpassing 1938 by 26.3% and winding up less than $350,000 behind the Red Network in total gross billings for the year. In December, CBS time sales were greater than those of the Red by more than $250,000, the CBS total of $3,529,154 beating its own figure for the last month of 1938 by 39.5%.

MBS likewise found 1939 a good year, with total time sales of $3,329,782, 14.0% above those for 1938. In December Mutual slipped off slightly from its sales for the

(*Continued on page 92*)


A PEN VIEW of RADIO during 1939
By Those Old Reviewers BRUCE NICOLL & O. BURR
RADIO DRAMA HITS AN ALL-TIME HIGH.
BOWL GAMES MARK 1939 RADIO KICKOFF
AMERICAN MUSIC STAGES A COMEBACK
HITLER'S EMPHATIC "NO" TO PEACE PLEAS HEARD BY U.S. LISTENERS
NO
ENGLAND'S KING AND QUEEN TAKE RADIO BROADCASTS BY STORM
TELEVISION BECOMES A REGULAR PUBLIC SERVICE
RUDY VALLEE LEAVES THE AIR AFTER 10 STRAIGHT YEARS OF BROADCASTING.
MY TIME IS YOUR TIME
BASEBALL SPONSORED FOR THE FIRST TIME
MY FRAN'S-
PRESIDENT ROOSEVELT WAS ON THE AIR 22 TIMES DURING 1939
MARS BECOMES RADIO'S BIGGEST SPONSOR.
PIGSKINS FILL THE AUTUMN AIR AGAIN.
PROTEST BY THE MOTHERS OF AMERICA
WOMEN ORGANIZE CRUSADE AGAINST SUPER-THRILLER PROGRAMS.
WOODEN CHARLIE McCARTHY'S PROGRAM IS CHOPPED IN HALF
RADIO GIVES SPOT COVERAGE TO THE SCUTTLING OF THE GRAF SPEE—MOST DRAMATIC BROADCAST OF 1939
"OH COME ALL YE FAITHFUL---"
JAN
FEB
MAR
APRIL
MAY
JUNE
JULY
AUG
SEPT
OCT
NOV
DEC

Lincoln (Neb.) Journal-Star

XUM

Armistice May Avert Musicians Strike

Conferences Lead To Agreement With Weber

AN ARMISTICE between broadcasters and musicians, under which danger of a national strike of musicians Jan. 17 apparently has been averted, was formally announced Jan. 5 by Independent Radio Network Affiliates Inc.

The settlement, which may be temporary, followed a series of conferences and exchanges between an enlarged committee representing the broadcasting industry and including IRNA and the National Executive Board of American Federation of Musicians, headed by Joseph N. Weber. At the same time, the so-called national plan of settlement entered into by AFM with IRNA two years ago was slated to expire Jan. 17, with broadcasters voluntarily retaining staff musicians where expedient.

AFM, in the course of swift developments in which the Department of Justice figured unofficially, forsook its demands of last November that affiliates further increase their payments for staff musicians by $1,500,000 annually over the 1937 stipulation and that networks expend for staff musicians at their key stations an additional $60,000 per year.

Awaits Meeting

Reached at home, where he has been ill for a month, Mr. Weber, shortly before his departure for Miami, refused to commit himself or his union by stating positively that there would be no strike on Jan. 17. Stating that in accordance with the AFM policy of resorting to strikes only when every other means of settlement has been exhausted, the board would endeavor to work out an agreement that would be fair to all parties, he said that it was still possible that a strike might be the only way left open to the union, and that it was impossible for him to make any definite statement in advance of the meeting of the AFM international executive board, to be held in Miami, Jan. 15. Asked if the AFM would insist on a national plan of settlement, to which the broadcasters have so far refused to agree, he again said that he could not predict the board's action, but that the decision would come following the board's meeting.

Executives of the three major networks indicated Jan. 9 they proposed to maintain their present level of employment of musicians and the existing scale of pay after Jan. 17.

Despite the moratorium, several groups were not convinced there would be no strike Jan. 17 or shortly thereafter. It was felt that all controversy with AFM had not ended. Mr. Weber was reported indignant over the "no strike" statement of IRNA, reiterating that this action was up to his board when it meets Jan. 15 in Miami. It is entirely possible the board may insist upon a strike, it was pointed out. The networks were in constant communication with affiliates to gear themselves in the event a strike suddenly is called, even though much of the tension had abated since the armistice.

The climax came Jan. 2 when the elderly President Weber sent to all locals of AFM a letter advising them not to enter into negotiations with broadcasters in their districts for services of musicians when the present agreement expires Jan. 17, but authorizing them "for the present to work for broadcasters without an agreement". This was construed as an instruction which averted a strike.

More to Come!

Because of past experience, it was not assumed in the industry that all controversy with AFM had ended. Mr. Weber, primarily due to ill health, will vacation in Florida until April.

AFM hesitated, it appeared clear, because of the attitude taken by the Department of Justice in connection with building trade union activities regarding compulsory hiring of useless and unnecessary labor. Broadcasters have contended that the 1937 plan of settlement was on all fours with the statement made by Assistant Attorney General Thurman Arnold regarding labor union activities described by him as "unquestionable violations of the Sherman Act".

An independent committee of broadcasters, headed by William J. Scripps, general manager of WWJ, Detroit, made a study concerning relation of the Sherman Act to the AFM demands, in the light of the Department's statement of policy. This committee met with the IRNA Committee and with representatives of the major networks and NBC, following which new exchanges developed with President Weber and the moratorium was declared.

This enlarged committee had advised President Weber Dec. 28 that based on developments, notably the Department of Justice labor foray, that any effort to extend the 1937 plan would be regarded as an attempt, among other things, "to force excess employment upon its affiliates who do not require the services of the additional staff musicians contemplated by the plan, and therefore a violation of the anti-trust laws which might subject all participants to suffer penalties."

Proposal Rejected

IRNA Executive Committee, in a letter to all affiliates Jan. 5, recounted the history of the negotiations with AFM since last November when the Union made its increased demands, including the cooperative action with the Scripps group. The letter pointed out that the request made of Mr. Weber was that he authorize locals of AFM to enter into local agreements with affiliates individually without reference to any national plan or quota. This proposal was flatly rejected by AFM but in lieu of it, the order of Jan. 2 authorizing musicians to work for broadcasters without an agreement was dispatched.

The IRNA Executive Committee advised affiliates that it was believed AFM will be guided in its next move largely by reports received from its locals as to the action of affiliates in maintaining employment after Jan. 17. The committee in effect urged affiliates to refrain from reducing employment when the plan expires, declaring that if this is done, AFM likewise would be expected to refrain from renewing its demands for increased employment.

Some Hardships

"IRNA believes, in short," said the letter, "that if affiliates generally are willing to continue employment of staff musicians, without compulsion and without reference to any national plan, agreement or quota, then the AFM locals will, in general, recommend to AFM that employment should not be disturbed by any national demands or actions by AFM.

"It is recognized that there are some exceptional cases of undue hardship, flagrant incompetence or complete economic waste, where no reasonable person could expect full continuance. It is also recognized

(*Continued on Page 60*)

IRNA's Story of Developments in AFM Situation . . .

To All Affiliates:

You will recall that on Nov. 2, 1939, AFM notified IRNA verbally it would require the affiliates as a group to make a further increase of $1,500,000 per annum in expenditures for staff musicians, thereby doubling the increase of $1,500,000 per annum agreed to in the Plan of Settlement of 1937. At the same time AFM notified the networks it would require a further increase of $60,000 per annum in expenditure for staff musicians by them at each key station, thereby doubling the increase of $60,000 per annum agreed to by them for each key station under the Plan of 1937.

On Nov. 20, 1939, IRNA notified AFM that these demands on the Affiliates could not be complied with. The same day the Department of Justice released a statement in Washington outlining five types of unreasonable restraints which the Department classified as "unquestionable violations of the Sherman Act." One of these involed the compulsory hiring of useless and unnecessary labor.

On Nov. 23, 1939, AFM withdrew its demands on the Affiliates and stated it would await a new proposal from the industry, failing which it would assume the industry was ready to do without further services of musicians after Jan. 17, 1940.

Anti-Trust Angle

During several weeks following, an independent committee of broadcasters headed by William J. Scripps, WWJ, Detroit, made a study concerning the relation of the Sherman Act to the AFM demands in the light of the Department's statement of policy. The Scripps Committee then called a meeting in New York to which were invited in addition the Executive Committee of IRNA, and representatives of NAB and of the Columbia, NBC and Mutual networks. At this session the Scripps Committee was absorbed by IRNA and a new special committee set up containing the original Scripps Committee, the IRNA Executive Committee and a representative of each of the three networks. This joint committee was instructed to pursue the work commenced by the Scripps Committee. It held meetings and discussions in Washington and New York, including conferences with Joseph N. Weber, president of AFM.

The culmination of these activities was a letter addressed to Mr. Weber Dec. 28, 1939, by the Executive Committee of IRNA, informing him that IRNA believed that any effort to continue or extend the 1937 Plan of Settlement would be regarded as an attempt, among other things, to force excess employment upon Affiliates, and for this reason a violation of the anti-trust laws which might subject all participants to severe penalties, and that therefore it was impossible for IRNA or any other group of Affiliates to discuss with AFM even a renewal of the 1937 Plan. It was requested, therefore, that Mr. Weber authorize the locals of AFM to enter into local agreements with Affiliates individually without reference to any national plan or quota.

On Dec. 29, 1939, Mr. Weber replied, stating that IRNA's letter had been considered by a committee of the Executive Board of AFM, which disagreed with IRNA's views and refused to authorize the locals to enter into local agreements separately. Copies of the IRNA letter of Dec. 28, 1939, and Mr. Weber's reply of Dec. 29, 1939, are enclosed.

Following this exchange of letters further discussions took place with Mr. Weber in an effort to clarify his position, which resulted in his sending out to all locals of AFM on Jan. 2, 1940 (under date of Dec. 29, 1939), an order directing the locals not to enter into negotiations with a broadcaster, but, notwithstanding, to permit members, for the present, to work for broadcasters without an agreement. A copy of this order is likewise enclosed.

No Formal Action

These were considered at an IRNA Board meeting held in New York Jan. 4, 1940. A letter was sent to Mr. Weber today correcting a misquotation in his letter of Dec. 29, 1939, and informing him that this letter is now being sent to all affiliates. A copy of the IRNA letter of Jan. 5, 1940, to Mr. Weber is also enclosed herewith.

As the matter now stands, therefore, no formal action is taken either by IRNA to continue employment under the Plan of Settlement or by AFM to terminate it. Mr. Weber is leaving for Florida next week to attend the sessions of the AFM Executive Board in Miami and expects to remain there for several months. It is believed AFM will be guided in its next move largely by reports received from its locals as to the action of affiliates in maintaining employment after the expiration of the Plan of Settlement on Jan. 17, 1940.

It is believed that if, even though relieved of the threat of a national strike under which the Plan of Settlement was negotiated in 1937, affiliates generally elect to refrain from reducing employment when the Plan of Settlement expires, AFM will refrain from renewing its demands for increased employment, at least at this time, and will not seek to exert on the industry pres-

(*Continued on Page 64*)

Rise in Listening Shifts Program Ratings

By A. W. LEHMAN

Manager, Cooperative Analysis of Broadcasting (CAB)

Chase & Sanborn, Benny, Lux Hold First Three Positions But CAB Finds Others Jostled About During the Year

A COMPARISON made by the Cooperative Analysis of Broadcasting of relative radio program popularity between December, 1938 and December, 1939 reveals many interesting changes in status among the first ten programs. The three leading programs are the same for both years but beyond that there is little similarity. Of the remaining seven, only two appear among the first ten in both years.

The three leaders were, in order, *Chase & Sanborn*, *Jack Benny*, and *Lux Radio Theatre*. (In December, 1938, *Kraft Music Hall* was tied with Lux for third.) *Chase & Sanborn* had a slightly lower rating in 1939 than in 1938, but *Jack Benny* was slightly ahead and *Lux* was well ahead. In the 12-month period, *Fibber McGee & Molly* rose sensationally from 16th to fourth place, nosing out *Kraft Music Hall* for the spot [See 1939 BROADCASTING *Yearbook* for previous ratings and analysis].

Year's Development

In addition to the three leaders, *Major Bowes' Amateur Hour* and *Kraft Music Hall* were the only shows among the first ten in both years. The *Major*, in fact, made a real come-back after the slump which followed his first sensational rise to fame and long tenure of first place. He stood sixth in December of both years.

The following shows, listed with their positions in December, 1938, were not among the first ten a year later: *Burns & Allen*, fifth; *Rudy Vallee*, seventh; *Town Hall*, eighth; *Cantor's Camel Caravan*, ninth; and *Big Town*, tenth. *Burns & Allen* had shifted to a less advantageous time.

Their places were taken by *Fibber McGee & Molly*, fourth; *Bob Hope*, seventh; *Fitch Bandwagon*, eighth; *Kate Smith*, ninth and *Pot O'Gold*, tenth. None of them were new programs within the twelvemonth with the exception of *Pot O'Gold*. *Kate Smith*, a real veteran of the air, had finally found a formula which enabled her to rise from 17th to ninth, while *Fitch Bandwagon* rose from 13th, and *Bob Hope* from 23d respectively. These wide shifts in popularity contrast sharply with the relatively small amount of change from 1937 to 1938, which may indicate significant shifting in the public taste for radio programs.

Fred Allen dropped to 11th place, *Big Town* to 16th and *Burns & Allen* to 18th. The *Rudy Vallee* show and *Cantor's Camel Caravan* left the air.

In 1938 there was a wide gap between the two programs tied for third place and the fifth place program with the fifth to tenth place shows closely clustered, but in 1939 the gap had been closed up with less than half a point separating fourth and fifth places. Actually, *Kraft Music Hall* had a higher rating in fifth place than it had a year earlier in its third place tie. The wide gap now fell between fifth and sixth places with the sixth to tenth programs well bunched.

I—Distribution of Sponsored Network Evening Programs According to Ratings

Month of December

Rating	*1939*		*1938*		*1937*	
(% of set owners)	*No. of Programs*	*% of Total*	*No. of Programs*	*% of Total*	*No. of Programs*	*% of Total*
40.0 and over	1	1.0	1	1.1	0	0.0
35.0 - 39.9	1	1.0	1	1.1	2	2.1
30.0 - 34.9	0	0.0	0	0.0	0	0.0
25.0 - 29.9	3	3.1	2	2.2	1	1.1
20.0 - 24.9	7	7.2	4	4.3	7	7.4
15.0 - 19.9	10	10.3	12	13.0	6	6.3
10.0 - 14.9	28	28.9	22	23.9	21	22.1
5.0 - 9.9	36	37.2	36	39.2	41	43.1
0.0 - 4.9	11	11.3	14	15.2	17	17.9
Total	97	100.0	92	100.0	95	100.0

The general redistribution found the occupants of each place rating somewhat better than the corresponding show a year earlier with the single exception of the leader, *Chase & Sanborn*. The average rating for the first ten shows was a point and a half higher in 1939 than in 1938, namely 26.8% compared with 25.3%. The median rating of all 30-minute evening programs had risen more sharply, from 8.8 to 10.2. In 1937 the figure was only 8.2. The median of evening 60-minute programs rose from 18.4 in December, 1938 to 19.1 in December, 1939.

Table I is based on the month of December in 1939, 1938 and 1937 and shows the distribution of sponsored evening network programs according to ratings. 51.5% of these programs rated 10 or better in 1939 compared with 45.6% in 1938 and 39% in 1937. A year ago it was pointed out that there were three factors accountable for this trend. First, a greater amount of total listening, second a greater amount of listening to the leading programs and third, greater reluctance on the part of the advertisers to keep a poorly rated program on the air.

There probably should be added to these reasons a healthy increase in the art of programming and time and station selection, based in large part upon studious attention to such data as are regularly furnished by the CAB and other fact-finding organizations. One reason for the further increase in total listening this year has been the public hunger for news because of the disturbing international situation.

Over the years the percentage of programs rating less than 5 has steadily diminished, but the decline was more noteworthy in the past year. In December, 1937, 17.9% rated less than 5; in December, 1938, 15.2%; while in December, 1939, only 11.3% of all evening programs were below the 5 mark. The greatest increase noted from 1938 to 1939 was in the percentage of programs which moved from the 5-9.9 classification to the 10-14.9 classification.

The Ten Leaders

In December, 1939, the 10 leading evening programs were:

1. Chase & Sanborn Program
2. Jack Benny
3. Lux Radio Theatre
4. Fibber McGee and Molly
5. Kraft Music Hall.
6. Major Bowes Amateur Hour
7. Bob Hope Program
8. Fitch Bandwagon
9. Kate Smith Hour
10. Pot O'Gold

Popularity Shifts in 1939

For the year ending Dec. 31, 1939, as in the year before, the *Chase & Sanborn* program took first place in each month. *Jack Benny*, except for the three months when he was off the air, held second place. The year before he had dropped back to third place in one month. *Lux Radio Theatre* was on the air for ten months, taking third place in all but two. During *Jack Benny's* last vacation month *Lux* took second while in May it had yielded to *Kraft Music Hall*. The latter, on the air the entire period was a steady fourth until December, though it took third place in May and August. In December it dropped to fifth. *Fibber McGee & Molly* started at 14th in January and February, fell back to 16th in March, climbed to 11th in April, ninth in May and June and after a two-month vacation returned to the air in September in fifth position which was maintained during the fall, finishing fourth in December.

Major Bowes started at fifth in January, then ran eighth, sixth, sixth, eighth, fifth, and profiting from the hiatus months, placed second in July and August and third in September, falling back to sixth in October, November and December when the season was again in full swing.

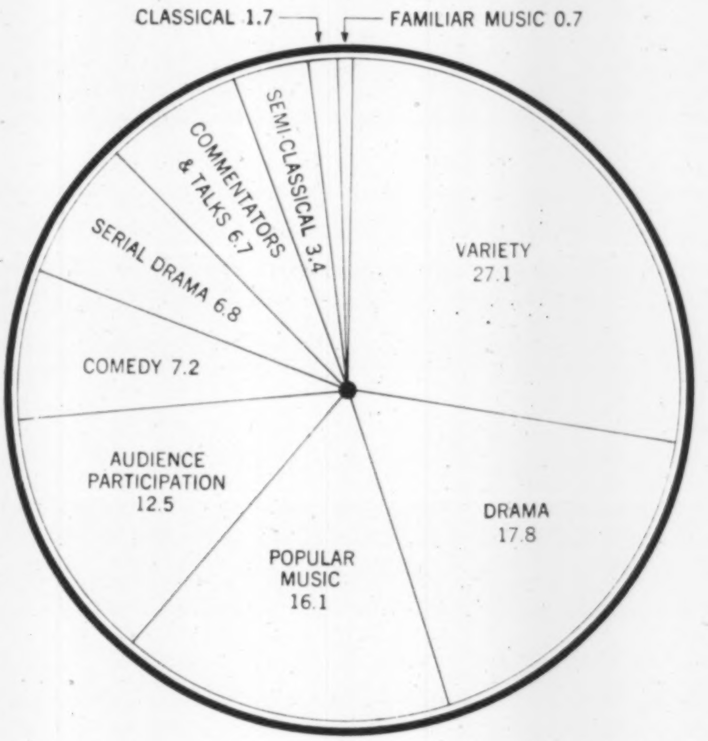
Kay Kyser bounced around a good deal, taking 16th, seventh, 12th, 12th, fifth, eighth, third, fourth, sixth, eighth, tenth and 12th in order. *Rudy Vallee*, after a long and illustrious career of more than ten

II—Monthly Rankings of the 11 Programs Which Were Among the Five Leaders for Any One Month During the Year Ending December, 1939

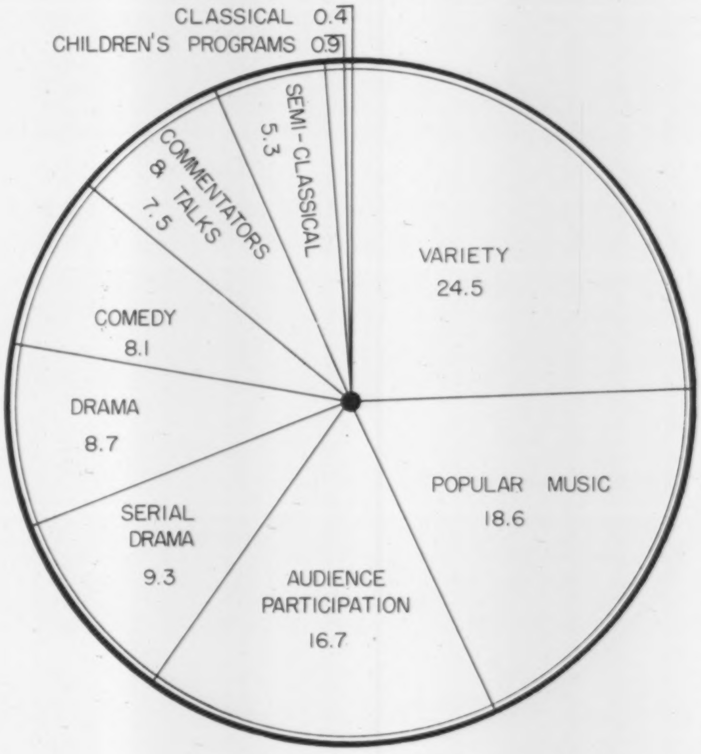
	Dec.	*Nov.*	*Oct.*	*Sept.*	*Aug.*	*July*	*June*	*May*	*April*	*Mar.*	*Feb.*	*Jan.*
Chase & Sanborn	1	1	1	1	1	1	1	1	1	1	1	1
Jack Benny	2	2	2	NB	NB	NB	2	2	2	2	2	2
Lux Radio Theatre	3	3	3	2	NB	NB	3	4	3	3	3	3
Fibber McGee & Molly	4	5	5	5	NB	NB	9	9	11	16	14	14
Kraft Music Hall	5	4	4	4	3	4	4	3	4	4	4	4
Major Bowes	6	6	6	3	2	2	5	8	6	6	8	5
Kay Kyser	12	10	8	6	4	3	8	5	12	12	7	16
Rudy Vallee	NB	NB	NB	7	8	5	13	16	15	17	11	6
Your Hit Parade	15	17	19	11	5	7	13	19	24	21	27	33
Kate Smith Hour	9	8	7	NB	NB	NB	6	11	5	5	10	8
Town Hall	11	12	10	NB	NB	NB	12	7	16	8	5	15

NB means 'no broadcasts'.

III—Division of Commercial Network Time By Program Types: Evening Programs
(October, 1938—April, 1939)



IV—Division of Commercial Network Time By Program Types: Evening Programs
(May to September, 1939)



Type of Program	*Ratings Average*	*Rank*	*Range Low*	*Range High*	*No. of Programs*	*Amount of Time on the Air % of Time*	*Amount of Time on the Air Rank in % of Time*
Variety	14.7	1	2.2	42.3	30	27.1	1
Comedy	11.0	2	5.1	18.4	7	7.2	5
Drama	10.8	3	2.9	28.2	18	17.8	2
Audience Participation	10.5	4	2.0	21.2	13	12.5	4
Classical	10.5	4	—	—	1	1.7	9
Serial Drama	10.4	6	1.5	20.2	7	6.8	6
Popular Music	7.6	7	L.T.	16.5	20	16.1	3
Semi-Classical	7.4	8	5.4	9.5	3	3.4	8
Commentators and Talks	6.6	9	1.8	12.4	10	6.7	7
Familiar Music	2.4	10	—	—	1	.7	10

Type of Program	*Average Rating*	*Rank*	*Number of Programs*	*% of Time*	*Rank in % of Time*
Variety	10.1	1	31	24.5	1
Drama	9.1	2	13	8.7	5
Classical	8.0	3	1	0.4	10
Comedy	7.9	4	8	8.1	6
Audience Participation	7.8	5	18	16.7	3
Serial Drama	7.3	6	9	9.3	4
Semi-Classical	6.1	7	4	5.3	8
Popular Music	5.6	8	24	18.6	2
Commentators and Talks	5.0	9	8	7.5	7
Children's Programs	4.3	10	1	0.9	9

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs broadcast 5 times a week have been considered as 1¼ hours per week for the number of weeks investigated. 15 minute programs 3 times a week ¾ hour, etc.

years for one sponsor finally retired. Of the nine months he was on the air, he ranked among the first ten in only four, three of these being the summer months. *Kate Smith*, also an illustrious radio veteran and broadcasting at the same hour, gave him some real competition, rising very fast from 17th in December, 1938 to fifth in March. *Vallee* at the same time was dropping from seventh to 17th. *Kate Smith* held up well with the exception of a drop to 11th in May and returned to the air in October after a three-month vacation in seventh place, dropping back to eighth in November and ninth in December. Of the other shows which placed fifth or better in one or more of the twelve months, *Your Hit Parade* was the most erratic, ranging all the way from 33d to fifth; *Fred Allen* reached fifth place only in February and ranked as low as 16th in April.

Table II shows the month-to-month rankings of the 11 programs which were among the five leaders for any month during the year ending December 1939.

Leading Daytime Programs

The leading daytime programs in December, 1939 were:

1. Ben Bernie
2. Ma Perkins
3. Hobby Lobby
4. Pepper Young's Family
5. Vic & Sade
6. The Guiding Light
7. Mary Marlin
8. The Woman in White
9. Stella Dallas
10. Goldbergs
10. Road to Life

In the previous December the ten daytime leaders were:

1. Ben Bernie
2. Ma Perkins
3. The Guiding Light
4. Pepper Young's Family
5. Magic Key of RCA
6. Mary Marlin
7. The Woman in White
8. David Harum
9. The Big Sister
10. Road of Life

Sets in Use

There is likely to be more fluctuation in the rankings of daytime programs than among evening programs because of their lower ratings and closer bunching, yet there were fewer changes in the daytime programs appearing among the first ten between December 1938 and 1939 than there were in the evening programs. The *Magic Key of RCA* left the air. *David Harum* and *The Big Sister* dropped out of the list. The newcomers were *Hobby Lobby* (formerly an evening show), *Vic & Sade, Stella Dallas* and the *Goldbergs.*

Over a period of years, sets in use at some time during the day have shown very little variation. From October, 1935 to April, 1939 the range for week-days was from a low in July, 1936 of 56.8% of set owners to a high in January, 1938 of 73.4%. Starting with August, 1939, each month showed a new high figure for percentage of sets in use at some time during the average week-day since October, 1935. No doubt the European War accounts for the record. Sundays show more extreme fluctuations because of outdoor activities in the summer time which keep people from their sets, while in the winter the weather tends to keep them at home. The low listening point on Sundays was August, 1937 with 45.3% and the high point was February, 1938 with 75.8%. During the daylight saving period, sets in use at some time during the day run about 12% less than during the standard time period.

Very little difference in listening

(Continued on Page 80)

Record Regulation Amended by FCC

Half-hour Announcement of Stations Now Permitted

FOLLOWING the expected course, the FCC Jan. 4 amended its broadcast rules governing announcement of recorded programs by permitting such announcements at 30-minute rather than 15-minute intervals. Simultaneously, it amended the rule governing language used in announcements requiring differentiation between transcriptions and phonograph records. [BROADCASTING, Jan. 1]. The changes are effective immediately.

The FCC said the alterations were made in the interest of public service and station convenience. By lengthening the identifying announcement to a 30-minute interval, instead of the previous 15-minute requirement, the Commission said stations would avoid interrupting continuity of a recorded series or of long transcriptions, particularly programs recorded from the line or the air for later transmission.

New Regulation

Section 3.93 (e) of the broadcast rules was amended to read:

> The identifying announcement shall accurately describe the type of mechanical record used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record".

The Commission also specified that religious service recordings be added to the types of continuous recorded programs of longer than a half-hour for which the 30-minute announcement rule is waived. Previously, it had specified speech, play, symphony concert or operatic production in the waived classification.

Following is the text of the rule as amended:

> The Commission on Jan. 4, 1940, amended Section 3.93 of the Standard Broadcast Rules, effective immediately, to read as follows:
>
> 3.93 Mechanical *records* (reproductions)*. Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to extent set out below:
>
> (a) A mechanical record, or a series thereof, of longer duration than *thirty* (fifteen)* minutes shall be identified by appropriate announcement at the beginning of the program, at each *thirty* (fifteen)* minute interval, and at the conclusion of the program; Provided, however, That the identifying announcement at each *thirty* (fifteen)* minute interval is not required in case of a mechanical record consisting of a single, continuous uninterrupted speech, play, *religious service*, symphony concert or operatic production of longer duration than *thirty* (fifteen)* minutes;
>
> (b) A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of *thirty* (fifteen)* minutes shall be identified by an appropriate announcement at the beginning and end of the program;
>
> (c) A single mechanical record of a duration not in excess of five minutes shall be identified by appropriate announcement immediately preceding the use thereof;
>
> (d) In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.
>
> (e) the identifying announcement, shall accurately describe the type of mechanical record used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording".

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*—The modifications are (*in italic*) and the words changed are in parentheses immediately following.

Bulova's 1940 Spot Campaign Covers 293,095 Time Signals

BULOVA WATCH Co., largest user of spot broadcasting in the country, will make still more extensive use of this medium in 1940, when its advertising budget will be increased 25% over that of 1939 to a total of more than $2,000,000, John H. Ballard, the company's president, announced at the watch concern's annual sales convention, which opened in New York Jan. 8 to run for ten days. While radio will continue to be the backbone of its advertising campaign, newspapers and magazines will also be employed, Mr. Ballard stated.

Video Demonstration

Details of the company's radio expenditure, employed exclusively in the broadcasting of time signals, were disclosed by Milton Biow, president of the Biow Co., advertising agency in charge of the Bulova account, during a television sales demonstration meeting, the first ever held, which took place on the second day of the convention.

Aided by charts and diagrams, motion pictures and live actors, Mr. Biow in NBC's television studio presented a dramatic picture of the 1940 Bulova campaign, which was witnessed by the company's sales representatives on television receivers in the NBC board room several floors above. The session was not broadcast for general reception by the set-owning public, but was piped by cable direct from studio to audience. NBC cooperated with the company and its agency in line with the network's policy of working with any advertiser who wishes to test the future advertising possibilities of this new means of communication.

Of the country's 36 stations broadcasting with the maximum power of 50 kw., 30 carry Bulova's time signals exclusively, Mr. Biow stated, adding that one more is used by Bulova on a non-exclusive basis. In all, the company uses 175 stations, he said. Citing the growth of Bulova's use of time signals, in which the company was a pioneer, he pointed out that in 1935 Bulova broadcast 55,480 such signals, whereas in 1939 the company sponsored 241,265 such announcements. In 1940 this number will be increased to 293,095, he added.

In 1939, Bulova spent $1,524,757 for spot radio, more than twice the sum spent by any other user of this medium, Mr. Biow continued. Other leading spot advertisers, he said, are General Motors Corp., which spent $716,314 in 1939; Procter & Gamble, spending $678,011; Standard Oil, with $666,761; American Tobacco, $243,235, and Coca-Cola, $160,741.

After illustrating the Bulova practice of spotting their time signals adjacent to radio's most popular programs, Mr. Biow presented a drama to illustrate how dealers can cash in on these broadcasts by tying up the theme of the radio campaign in their newspaper advertising. Another dramatic sketch illustrated the way window displays may likewise be linked up with the company's advertising. The Westfield watches, a less expensive line manufactured by Bulova, will also receive more advertising support in 1940, Mr. Biow stated, with 75% more broadcasts than during 1939.

The television program opened with a cartoonists's conception of the birth of a Bulova watch, acted by puppets based on the quaint characters of Bill Eddy, cartoonist and television engineer. A comedy act of high pressure salesmanship, a movie short illustrating the importance of knowing the exact time in all situations and a miniature town illustrative of the typical market for Bulova watches were also included in the program, directed by Tony Bundsman of NBC's television staff.

Coca-Cola
Coca-Cola

PREVIEW of promotion for the new *Singin' Sam Refreshment Time* series heard six times weekly on KYW, Philadelphia, for Coca Cola was held in the KYW studios just before the first program went on the air early in December. In order (l to r) here are Griffith B. Thompson, KYW assistant general manager; photostat enlargement of letter mailed to a large number of Philadelphians by Leslie W. Joy, KYW general manager, calling attention to the new Coca Cola broadcasts; Judy Shinn, Philadelphia's Coca Cola Girl featured on local posters, and George S. Derry, president of the Philadelphia Coca Cola Bottling Co., sponsors of the new program, with a photo of *Singin' Sam*, heard Mondays through Fridays at 6:45 p. m. Harry Feigenbaum Adv. Agency placed the account.

Captivating Cosmetics To Extend Distribution Nationwide Via Radio

GLO-CO Co. Inc., Los Angeles (Captivating cosmetics), through Logan & Rouse, that city, on Jan. 20 starts for 52 weeks, sponsoring George Fisher's *Hollywood Whispers* on KHJ, Wednesday, 11-11:15 a.m., and Saturday, 8-8:15 p.m. (PST). As markets are established within the next 90 days, the commentary series will be extended to include 31 Pacific Coast Don Lee-Mutual network stations. Within six months the sponsor plans to periodically add others and eventually use the entire list of 107 Mutual network stations, according to John M. Alden, agency executive on the account. Bruce G. Eells, is the Don Lee network executive on that account.

An extensive promotional campaign is being launched with the program. In addition to the slogan "Captivating Beauty," the theme stressed will be "The Star-line to Beauty." Besides advertising in major newspapers, there will be tabloid giveaways, broadsides, store and window display units, as well as drug-store fountain strips. To start, a fleet of seven station wagons, with five women demonstrators and a salesman each, will make home contacts with housewives in various Southern California communities. As new markets open other groups will be added to the fleet and sent into the field.

Women to Select

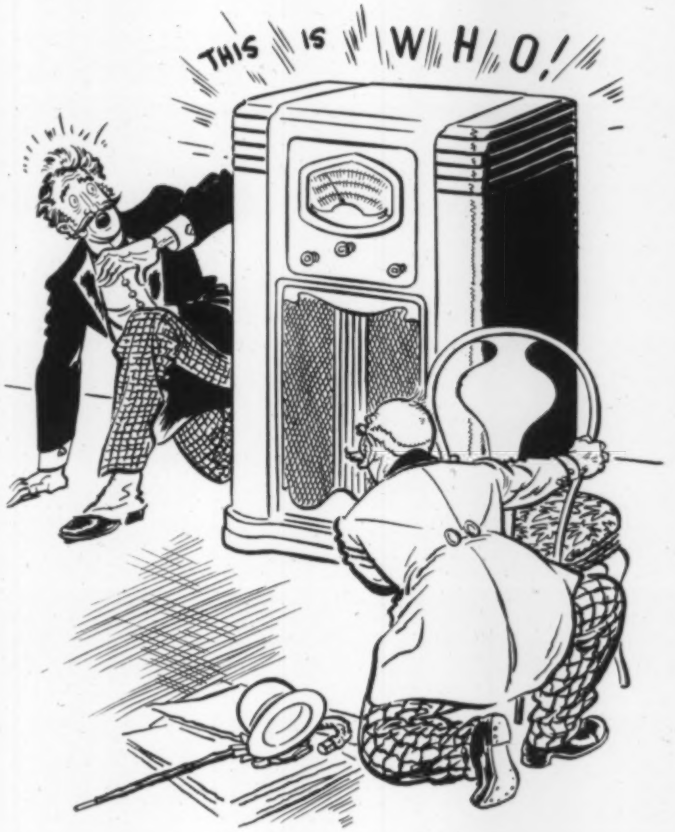
A different Captivating Beauty is to be chosen each month from Hollywood film actresses. Fisher will request women listeners to send in their nominations. Although he will pick the winner each month, those nominating that actress receives a gift of the sponsor's product. Beauty chosen will be featured in all advertising throughout the following month. Drug-stores, as promotion, also will feature Captivating Beauty specialties at their fountain service. Although sponsor or product will not be mentioned, Fisher during his Mutual-Don Lee network sustaining broadcasts, will also include the Captivating Beauty contest. This will familiarize listeners with the name when the sponsor adds new stations to its list.

$100,000 for Longines

LONGINES-WITTNAUER WATCH Co., New York, has signed one-year renewals with the 12 stations carrying its daily time signals in various parts of the country. WOR, Newark, carries the largest number of signals, broadcasting six each evening. The renewals, effective on the various dates when previous contracts expire, represent an expenditure of $100,000, according to Arthur Rosenberg Co., New York, the agency placing the account.

P & G Drops Series

PROCTER & GAMBLE, Cincinnati, will discontinue the *Life Can Be Beautiful* broadcasts on NBC-Red on Jan. 29. Program continues on 32 CBS stations, Monday through Friday, 1:15-1:30 p.m., for Ivory Soap, placed through Compton Adv., New York.



"Skidoo, kid——it said 'This is WHO, Des Moines'!"

For a long, long time, we've been *telling* you boys that WHO covers a lot of territory—but it just recently occurred to us that you can *prove* it, yourself—right in your own home!

Tonight before settling down to whatever it is that you ordinarily settle down to, turn your dial to 1000. Whether you're in Chicago, suburbs of New York, Washington, D. C., Dallas or Denver, you'll generally get our signal as bright and strong as a button! Or, to be completely accurate, you will unless you live in one of those very few areas which have stations at about 990 or 1010.

So that's the way to get the real dope on the WHO territory, and to discover for yourself why WHO gets so much mail from Ohio, Oregon, Florida, New Mexico, Pennsylvania, and even from New Zealand—no joke! It's just part of the *extra* job WHO does for its advertisers, in the "Plus" of *Iowa Plus!*

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives

Control of WAGA Sought by Cox Jr.

Would Acquire 60% of Stock From Winston for $100,000

TRANSFER of control of WAGA, Atlanta, to James M. Cox Jr., son of former Gov. James M. Cox, and an executive of the Cox newspapers and radio stations, is sought in an application filed Jan. 12 with the FCC. The application is for transfer of 60% of the stock in Liberty Broadcasting Corp. from N. K. Winston of New York, to the junior Cox for $100,000. The remaining 40% is held by the Atlanta Journal Co., having been acquired last month in the record transaction under which Gov. Cox and his enterprises purchased the *Journal* and WSB, clear channel outlet [BROADCASTING Dec. 15, Jan. 1].

Subject to FCC approval, the transfer of control of WAGA to the junior Cox will mark his first venture as operator of a broadcasting station in his own right. He is a minority stockholder in the companies operating WIOD, Miami, WHIO, Dayton, and WSB, Atlanta, as well as in the parent newspapers in those cities. Whether the transaction would be only a temporary expedient until such time as a new purchaser can be found, was not indicated. Gov. Cox, on the occasion of his acquisition of the *Journal* properties, including WSB, advised the FCC that he was opposed to multiple ownership of stations in the same communities.

Transfer of Stock

Negotiations for sale of WAGA to the *Atlanta Constitution,* at a figure understood to have been $175,000, apparently have collapsed. As a consequence, it was presumed the arrangement was made whereby the junior Cox acquired control of the station, with the remaining 40% remaining in the hands of the Journal Co. It has been estimated that in the acquisition of the 40% interest in WAGA, Gov. Cox expended approximately $50,000.

The FCC application seeks transfer of 150 of the 250 shares of common stock of Liberty Broadcasting Corp. and 600 shares out of 1,000 shares of preferred stock to Mr. Cox Jr. at the $100,000 figure. Mr. Winston, who would dispose of the stock under the arrangement, is associated with Arde Bulova, New York watch manufacturer and broadcaster. Harold A. Lafount, former radio commissioner, holds a qualifying interest in WAGA.

Meanwhile, no further word was forthcoming from the Cox organization regarding WSB operation or personnel. The junior Cox, as executive in charge of WSB and WHIO, had announced temporary assignment of J. Leonard Reinsch, general manager of WHIO, to Atlanta "to make a survey of the station's operations". It is presumed that upon completion of the survey, Mr. Reinsch will return to Dayton. Lambdin Kay, veteran general manager of WSB, remains in that capacity.

'Gateway' Suit Settled

SUIT filed by John Carnevale against CBS, RKO-Radio Pictures, Wm. Wrigley Jr. Co. and the MPPA for $500,000 was discontinued Jan. 8 in New York Supreme Court. Plaintiff claimed to have submitted the idea for the *Gateway to Hollywood* program to the sponsor in July, 1938, but that he received no payment for the idea after the show had been produced.

Movie Quiz

MOVIE experts of WCCO, Minneapolis, defeated those of WTCN—1,300 to 1,050 points—in a half-hour quiz program conducted in the grand ballroom of Minneapolis' Hotel Curtis Dec. 29. The program was one of a series of movie quiz shows sponsored by Atwood Coffee Co. on WTCN and directed by Merle Potter, movie columnist of the *Minneapolis Tribune.* On the WCCO team were Northrup Dawson, assistant program director; Al Harding, salesman, and Florence Lehmann, m.c. of *Ladies First* and *Airliners,* with WTCN represented by Bob DeHaven, Peter Lyman and Ardith Haeberle.

LOCAL MONOPOLIES CRITICIZED BY FCC

A NEW pronouncement against local monopoly was sounded Jan. 9 by the FCC in denying the petition of WSPA, Spartanburg, S. C. for rehearing or reconsideration of the Commission's grant of a new local station to the Spartanburg Advertising Co. WSPA is operated by Virgil V. Evans, who had announced that he would fight the new grant. The new station will operate on 1370 kc. with 250 watts day, 100 watts night, unlimited time, while WSPA is assigned to 920 kc. with 1,000 watts daytime only. The Commission, in its decision, stated:

"In the radiobroadcast field public interest, convenience and necessity is served *not* by the establishment and protection of monopolies, but by the widest possible utilization of broadcast facilities. Competition between stations in the same community inures to the public good because only by attracting and holding listeners can a broadcast station successfully compete for advertisers. Competition for advertisers which mean competition for listeners necessarily results in rivalry between stations to broadcast programs calculated to attract and hold listeners, which necessarily results in the improvement of the quality of their program service. This is the essence of the American system of broadcasting."

"Experience has shown that the addition of a competitive station in a community does not bring about disastrous results sometimes predicted by the licensee of an existing station in the community. More often the protests of the existing station to the establishment of a new station spring not from a desire to insure its continued operation in the public interest, but rather from the purely private interest of seeking a monopoly in a field in which the interests of the public are best served by competitive operation."

Fleischmann's Spots

STANDARD BRANDS, New York, on Jan. 8 started one-minute transcribed announcements and evening chain-break announcements for Fleischmann's Yeast on 13 stations in the Southern states, Pennsylvania and Oklahoma. J. Walter Thompson Co., New York, is agency.

New CBS Sales V-P

WILLIAM C. GETTINGER

Gittinger Elected CBS Sales Chief

WILLIAM C. GITTINGER, former sales manager of CBS, has been appointed vice-president in charge of sales of CBS, following a meeting of the network's board of directors on Jan. 3. Mr. Gittinger, who has been sales manager for the past five years and with CBS since 1933, fills the position which has remained vacant since Oct. 20, 1938, when Hugh K. Boice resigned, later to join Benton & Bowles, New York [BROADCASTING, Oct. 1, 1938].

A native of Maplewood, N. J., still his home, Mr. Gittinger was graduated from New York U and served in the Army Air Corps during the World War. Upon his return from the war, Mr. Gittinger joined the Murphy Varnish Co., New York, and later the advertising department of the Vacuum Oil Co., now Socony-Vacuum Oil Co.

After working with Vacuum for four years, he joined the Joseph Richards Adv. Agency as account executive on the Tidewater Associated Oil Co. account, later joining that company as director of sales development and advertising. Mr. Gittinger remained with Tidewater seven years, coming to CBS in 1933 as director of sales development.

Wrigley Lineup

WILLIAM WRIGLEY Jr. Co., Chicago ((Doublemint gum), through J. Walter Thompson Co., Hollywood, on Jan. 7 replaced its *Gateway to Hollywood* series on 105 CBS and CBC stations, Sunday, 6:30-7 p.m. (EST), with its new weekly half-hour program, titled *Melody Ranch.* Program features Gene Autry, film singing cowboy, and dramatics. Paul Rickenbacher and Bob Brewster, are the agency co-producers. Carroll Carroll heads the writing staff, with Peter Dixon and Eddie Helwick, associate writers. Carroll also writes the NBC *Kraft Music Hall,* sponsored by Kraft-Phenix Cheese Co. Bobby Brown, who produced the *Gateway to Hollywood* programs, remains on the new show as sponsor's representative.

CONSUMER GROUP SEEKING CHARTER

INCORPORATION plans for the Committee on Consumer Relations in Advertising were completed Jan. 5 under the joint sponsorship of leading advertising media and the American Association of Advertising Agencies. Hitherto this committee had been conducted in a preliminary way by the AAAA as the Consumer-Advertiser Council.

The committee recognizes the importance of advertising-consumer relations and proposes to deal with them in a practical and cooperative manner. It will engage in fact finding and research on the economics of advertising and of consumption. It is also interested in cooperating with consumer groups in an effort to set up a bridge of understanding between consumers and advertising. Dr. Kenneth Dameron, on leave of absence from the Ohio State U, has agreed to serve as managing director for the duration of his leave.

Members of the board are: Col. Julius Ochs Adler, general manager, *New York Times*; John Benson, president, chairman of the board, AAAA; Walter D. Fuller, president, Curtis Publishing Co.; Kerwin H. Fulton, president, Outdoor Advertising Inc.; Chester J. LaRoche, president, Young & Rubicam; Neville Miller, president, NAB; William Reydol, vice-president, Newell-Emmett Co.

ANA Consumer Meetings

TO ACQUAINT members of the Association of National Advertisers with the facts concerning the so-called consumer movement in all its phases, the ANA has been holding a series of regional meetings for its members in different locales. Meetings have already been held in New York, Boston and Philadelphia, and are scheduled for Chicago on Jan. 16, St. Louis Jan. 18 and Pittsburgh Jan. 29.

Kyser MBS List

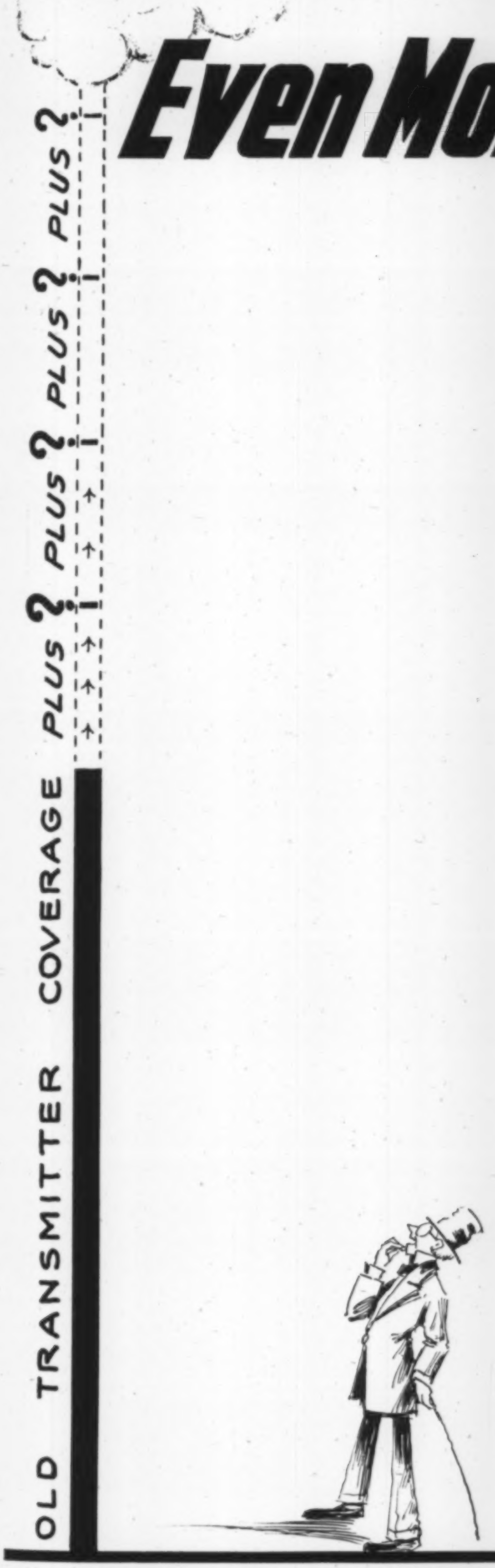
AMERICAN TOBACCO Co., New York, on Jan. 4 started rebroadcasts via Millerfilm of *Kay Kyser's College of Musical Knowledge,* the Lucky Strike program, on 14 MBS stations in addition to WOR, Newark, which has been rebroadcasting the program since last June 15. The program, heard live on NBC-Red, Wednesday evenings, is rebroadcast Thursdays, 8-9 p.m. on WOR, WCOU, WNBH, WLLH, WRDO, WSAR, WHAI, WLNH, WSYB, WIP, WGBI, WAZL WNBF and WBAX. This list is a correction of the one published in BROADCASTING Nov. 15. Lord & Thomas, New York, is the agency in charge.

Beverage Placing

VANTI PA-PI-A Corp., New York, on Jan. 8 started promotion for the new melon drink Pa-Pi-A using the *Make Believe Ballroom* program on WNEW, New York, Monday, Wednesday and Friday, 5:45-6 p.m., and is continuing the 12 spot announcements weekly started last November on WIOD, Miami. More stations may be added later, according to Erwin, Wasey & Co., New York, the agency in charge.

XUM

Even More Listeners PER DOLLAR


OLD TRANSMITTER COVERAGE
PLUS ?
PLUS ?
PLUS ?
PLUS ?

Shrewd local and national advertisers have always bought WXYZ's "old transmitter" coverage (1,000 watts downtown tower) and have been quite happy about results in the Detroit area.

* * *

Today these same buyers get huge bonus coverage at night (same wattage) with WXYZ's new high power transmitter (5,000 watts day time) in a new location where the day and night signal emanates unhampered and stronger.

It penetrates deeply into Southeastern Michigan. Buyers get more listening—more market—and at no extra cost until the field test survey officially establishes a new market value.

KING-TRENDLE
BROADCASTING CORPORATION
BLUE **NBC** *NETWORK*

WXYZ ••• DETROIT

Off the Beaten Path — Sachs' Success

Chicago Apparel Store Booms Through Use of Radio

By PAUL BRINES

FAR from the jammed sidewalks of Chicago's Loop—10 miles, in fact—stands a store selling outer apparel. Yet this store pays $1,500 every Sunday to present a radio program on a 50 kw. station. How this retailer plowed his early receipts into ether ripples and mushroomed from a hole in the wall to a three-story garment palace is one of Chicago's best merchandising tales. The program formula has been simple, but obviously effective; the merchandising formula has been just as simple and just as effective, although rather unorthodox at times. Like the time the sponsor dropped the plug when the program was running late, rather than spoil any of the program. But read about it.

WHEN a neighborhood merchant whose only store is 10 miles from Chicago's Loop spends $1,500 every week for a radio show on a 50,000-watt station, orthodox advertising men are apt to view the sponsor from the corners of their eyes and term him a little odd.

But orthodox advertising ideas don't mean a thing to Morris B. Sachs who has sponsored the *Sachs Amateur Hour* since 1934, using WENR, Chicago. As a matter of fact, Mr. Sachs has made an enviable business success by advertising his own store over a 50 kw. station, by clipping rather than lengthening the commercial copy used on his show, by maintaining a very high level of colorful showmanship since 1929, when he chose to advertise exclusively by radio.

The Lobby, Too

It was the observant eye of Mr. Sachs that noticed how restless people are while they wait in line. That's why each Sunday afternoon as guests throng the lobby of Chicago's Merchandise Mart to wait in line for the *Sachs Amateur Hour*, four wandering musicians play request tunes. "There I was", Mr. Sachs says, "spending $1,500 every Sunday to entertain these folks for one hour in the studio. But they were in agony waiting in line for the show. So now I give them a two-hour show, one hour in the lobby of the building and one in the studio."

Maybe it takes little things like that to make showmanship colorful and effective. Perhaps that helps to explain why Nov. 11, 1939, was the 270th consecutive *Sachs Amateur Hour* on WENR. At least it tells something of why ticket requests for the show will fill the studios for the next four months and why twice each year Mr. Sachs rents the Chicago Civic Opera house to accommodate his guests. The opera house has a capacity of 4,500 and is filled to overflowing for the special broadcasts.

Another technique of Mr. Sachs is the one he applies to his commercial copy. He feels that high-pressure and verbose copy have no place on his show. The full hour program usually contains three commercial announcements. The style used is simple; the message is direct; the theme is homey and persuasive. How effective is it? The other Sunday, Mr. Sachs stepped to the microphone to tell his listeners about his "Two Dollar Day" sale of 5,000 dresses which was to begin at 9 a.m. the following morning. He spoke about 100 words. Next morning at 10 o'clock the 5,000 dresses had been sold. And mind you, it takes 35 minutes from the Loop by elevated train to reach Mr. Sachs' store, 55 minutes by street car.

One slant that Mr. Sachs has on the value of commercial copy endears him to his radio production staff and raises many a Chicago advertising eyebrow. Bob White, NBC production man on the *Sachs Amateur Hour*, rushed into the control room last Sunday and he had producer-shakes. "She's gonna run over" panted Mr. White, "What'll we do?" Mr. Sachs solved the problem. "Just drop the closing commercial", he suggested quietly. Unorthodox antics like this have built Morris B. Sachs Co. from a small store to a metropolitan outer-apparel shop.

The story of Morris B. Sachs begins 10 miles south of Chicago's Loop and east of its sprawling stockyards district where Halsted Street splits the heart of what is called "the largest outlying shopping district of any American city." Composed largely of German-Americans and Irish-Americans, the district ranks number one among Chicago's widespread shopping centers for high middle-class consumers. Nationally known and local firms throng Halsted Street to compete for the consumer dollar. A city in itself, the street is crowded every day with thousands of shoppers and at night turns into a movie land of neon signs.

The Smile of Sachs

At 6638, a huge electric sign tops a modernistic building front to announce the Sachs company above the slogan "Credit with a Smile". This slogan forms a part of the closing commercial on the amateur show as the announcer chats, "You can have credit if you want it, and credit with a smile." Should you feel sophisticated and suspect this isn't true, go out to Morris B. Sachs Co. and find out for yourself. Fact is, every business day finds a dozen or more out-of-towners at his store to meet Mr. Sachs, watch him smile, and thank him for his radio program. The inside story is simply that through his radio show Mr. Sachs has built himself into a Midwestern personality. And not only that. He has given his store a unique personality.

The "Largest Outer Apparel Store for Men and Women in Chicago" started in 1910, was one-story high and measured 18 x 65 feet. Today it is three stories tall, measures 25 x 125 feet. It, like the *Sachs Amateur Hour*, is modernistic without being overdone.

BUSINESS is fine in Chicago, as far as Morris B. Sachs (left) is concerned. And has been ever since he started to use radio. Now a Chicago institution, the *Sachs Amateur Hour* is conducted by Charles Lyon, NBC-WENR announcer.

"We started using radio in the crystal set days", Mr. Sachs will tell you, "and we've never found reason to change. I experimented with all sorts of programs on Chicago stations that no longer exist. From 1930 through 1932 we used time signals and weather reports 10 times a day on WAAF. In 1932 we started using romantic singers on WCFL, tried about all kinds of musical programs. But on Sept. 15, 1934 we hit a natural and we've never changed. On that day, the first *Sachs Amateur Hour* was broadcast from the store's front window (10 x 15') and Halsted Street was jam-packed".

The amateur show started with a strange format. Mr. Sachs bought an hour on WCFL but took it in alternating 15-minute periods so that his show in the store window lasted two hours. For the next eight months Halsted Street was packed every Friday night. At that point the police and street car company stopped the proceedings. So the show was moved to a nearby auditorium, but after a year Mr. Sachs took it to WENR's Studio A and changed it to Sunday, 5-6 p.m. It's been there ever since. And up through the years such top notch m.c.'s as Norman Ross, Gene Arnold and Harlowe Wilcox have handled the *Sachs Amateur Hour*. For the last two years Charles Lyon, ace announcer of NBC-Chicago, has been m.c. of the program and Bret Morrison has announced the show.

Watches for All

Anyone wanting to get on the amateur program applies by letter to the Sachs store. All applicants receive cards listing audition dates. More than 3,900 persons (3,000 acts) appeared on the program during the first 261 broadcasts.

Each week auditions are held for 150 persons of whom 11 or 12 are selected. In short, about 8% of the applicants get on the air. Bill Jones and Jeff Wade, of the Wade Agency which handles the account, select the contestants and three classes of amateurs are presented each year. They include kid shows (15 years and under) which are broadcast every fifth week and every contestant appearing in this classification gets a brand new Gruen wrist watch, win or lose. The regular shows forming the back log of the program series are for contestants of 15 to 49 years. Three or four times each year an old folks program features contestants of 50 years and over.

First prize in the show is $75 and a Gruen wrist watch; second prize is $40 and a watch; third is $20 and a watch. All watches given on the show are of equal value and list at $60 each. A special switchboard accommodates the phone calls that flood the exchange known as State 4711. Out-of-town listeners must mail their votes to Mr. Sachs before midnight of Wednesday following each show. Winners of the week before are announced each Sunday and awarded prizes by Mr. Sachs personally.

The Human Side

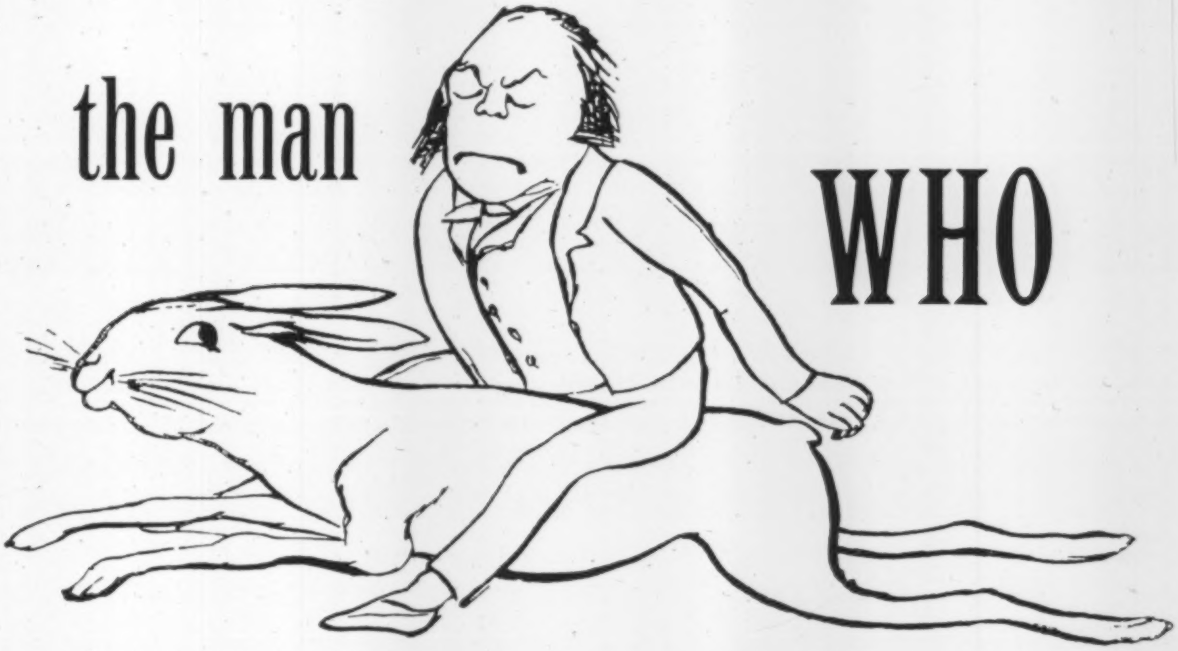
These are the statistics, but the production itself is a master piece of sentiment and showmanship. Assuming that no one is completely lacking in sentiment, Mr. Sachs taps the drama inherent in every amateur. But he doesn't overdo it. The show never drags, never drools. Some of the best human interest stories developed by the program are quoted by Chicago advertising men, some of whom seem superficially hard-boiled.

There was the time on the old folks amateur hour when an aged colored man yearned for a new pair of glasses. They were promptly bought and dramatically presented on the show. Another time an aged Chicagoan had set his heart on visiting relatives in Los Angeles. Mr. Sachs paid his fare, gave him a portable radio set to take along, and told about the old gentlemen's adventures on three succeeding broadcasts.

Several European refugees have found employment after appearing on the program. A number of the

(Continued on Page 62)

the man WHO



shook hands with himself

The other day we met an old prospect. He was crying. "Well, old timer," we said, "what's that you've got in your hand?"

"My other hand," he replied, shaking it.

It just didn't make sense. But his reason did.

Now the reason this old WOR prospect was shaking hands with himself—and crying, too—is simple.

WOR

He once talked us out of selling him a half-hour evening show. He did such a good job of it, that from that day on he began shaking hands with himself. A week later, we went around the corner and sold an idea to his competitor.

Using no promotion other than WOR, our old prospect's competitor jumped his product list from one to 36. He's also shown a 100% sales increase for every year he's been on WOR★.

So after that our old prospect began crying. But would he stop shaking hands with himself? Not much. He even asked other people to shake hands with HIM.

This, gentlemen, is a story you might well take to heart.

★This is an authentic WOR success story, from our file of more than 60—the greatest collection of success stories ever gathered by one station.

Bill to Merge Copyright Laws Introduced by Sen. Thomas

Little Chance of Committee Hearing Foreseen This Session; Objection to Some Clauses

AFTER a two-year study by a committee representing all branches of copyright activity, the long-awaited bill to amend and consolidate all laws relating to copyright was introduced in the Senate Jan. 8 by Senator Thomas (D-Utah) and promptly referred to the Senate Patents Committee for ultimate hearing and consideration. Although the NAB was represented in the preliminary deliberations, provisions of the measure relating to radio and copyright were viewed largely as objectionable to broadcasting.

The all-inclusive measure, which proposes to reduce but not eliminate the statutory minimum damage provision on innocent infringement—focal point of the opposition of users of copyright music — was drafted by the National Committee of the United States on International Intellectual Cooperation which held the exploratory meetings under the chairmanship of Prof. James T. Shotwell, of Columbia U. Attorneys representing the broadcasting industry participated, headed by Sydney M. Kaye, New York lawyer retained by the NAB as its special copyright counsel.

Hearings Doubtful

Whether there will be hearings at this session is extremely doubtful. While Senator Bone (D-Wash.), chairman of the Senate Patents Committee, had contemplated hearings, his absence from Washington due to an accident last summer may necessitate delay. Senator Bone fractured his hip last August in a fall in his home and is not expected to return to Washington for at least a month, it was reported by his office. The measure has not yet been introduced in the House and if customary procedure is followed, the lower body would await Senate hearings and action.

In introducing the bill (S-3034), Senator Thomas explained it is desirable to enact legislation amending the 1909 copyright law before this country ratifies the international copyright treaty, providing for automatic world copyright. The treaty has been pending for several years and has the endorsement of the Administration and the State Department. Practically all copyright groups, however, have opposed ratification of the treaty until the existing law is amended so this country can reap maximum benefits. The Shotwell Committee bill is designed to accomplish that purpose.

That the broadcasting industry as a whole, together with the motion picture industry, opposed many of the provisions contained in the proposed measure, was made known by the drafting committee in its memorandum letter to Congress. In submitting the draft, the Committee pointed out that it began deliberations in January 1938 to study means of promoting copyright relations between this country and foreign nations. Early in its investigation, the Committee said, it found that revision of domestic legislation was a prerequisite to the main objective. The proposed bill was said to be the result of roundtable discussions held under the auspices of the Committee for nearly 16 months.

Among the groups participating were the NAB, Authors' League of America, ASCAP, Song Writers Protective Assn., Motion Picture Producers & Distributors, Motion Picture Theatre Owners, Music Publishers Protective Assn., recording companies and other groups interested in copyright. The committee openly admitted that representatives of each group desired to make sure that the language used for the various sections conformed to their wishes. It said it believed the proposed bill achieved an acceptable adjustment of all interests concerned in copyright.

Statutory Damages

Regarding the principle of statutory damages, the committee pointed out it had been retained but the minimum had been lowered, especially in relation to multiple infringement. "The principle of statutory damages as a deterrent to infringement has been supported by all groups except the NAB, who oppose any minimum statutory damage for infringement by broadcasters," the committee said. The bill itself provides that the maximum statutory damage be raised from $5,000 to $10,000, the minimum be retained at $250 but in the case of public performance for profit of a musical composition, the minimum is reduced to $150 and the maximum to $2,500.

In the case of multiple infringements arising from broadcasts over a network of stations, the draft would provide that this would be regarded as only an act of "one infringer", under certain specified conditions.

The committee pointed out that several bills in the last few years have sought to extend protection of copyright law to such matters as renditions, musical transcriptions and designs. It added it had been unable to agree on inclusion of these matters in the bill.

Regarding renditions, the committee said it heard representatives of the "Association of Performing Artists" and after much discussion reached the conclusion that thought had not yet become crystallized and that no way could be found for reconciling the serious conflicts of interests arising in this field.

The committee said it recognized that record manufacturers need a regulating provision that would enable them to control "the use of their recordings so that they may not be utilized in radio broadcasting or other diffusion to the public for profit without permission and adequate remuneration."

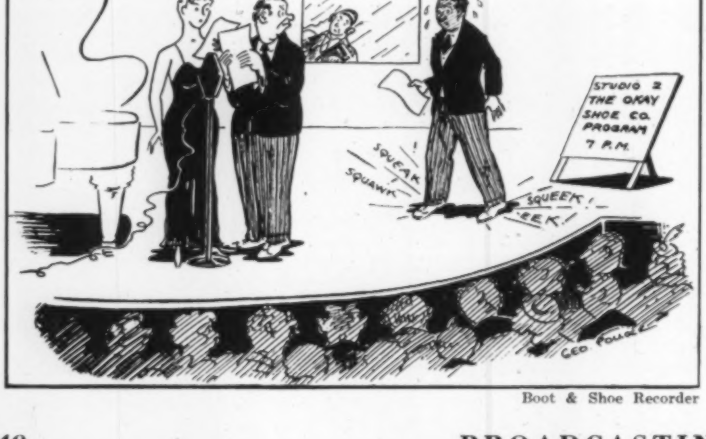
Performance Rights

It suggested a proviso might be added stipulating if an author granted the right to use his work to a record manufacturer, that manufacturer should have the right to print upon the record "Price—for private use; use for public diffusion for profit only on special arrangement." This regulation, the committee added, also should provide that the owners of work diffused should be paid for their public performance rights and that performing artists under contract should receive a percentage on the

(*Continued on Page 75*)

Bayer at Altar

NBC's Information Division recently received a letter from a young bride-to-be of Peoria, Ill., asking if she might use the theme song of the Bayer Co.'s *American Album of Familiar Music* in her wedding ceremony. "I am to be married Jan. 20 in a large church wedding," she wrote, "and would like very much to use your theme song in the ceremony. Would it be possible? I don't know whether the piece is copyrighted or not." The Information Division hastened to reply the song "Dream Serenade" by Gustave Haenschen was available for the wedding.



Boot & Shoe Recorder

Revised Control Over Copyrights Opposed by Kaye

Omnibus Bill Intensifies the Radio Injustices, He Claims

THE OMNIBUS copyright bill (S-3043) introduced in the Senate Jan. 9 by Senator Thomas (D-Utah), should win no support from the broadcasting industry, according to Sydney M. Kaye, attorney who represented the NAB in the conferences of the committee under whose auspices the bill was drafted.

Other organizations, including ASCAP, Music Publishers Protective Assn., and similar groups were almost exclusively copyright owners and so interested in maintaining or increasing the rights of authors and creators, Mr. Kaye said, that the broadcasters stood almost alone as representing the users of copyright material. "The bill as drawn," he said, "not only does not cure any of the ills of the present law but enormously intensifies its injustices."

Affects Public Domain

Mr. Kaye brought out that the chief purpose of the measure, providing for automatic copyright of any writing whether published or unpublished, would have the immediate effect of bringing under copyright protection many musical compositions which are now in the public domain. The works of such authors as Berlioz, Brahms, Debussy, Dvorak, Franck, Gilbert and Sullivan, Gounod, Grieg, Richard Strauss, Tschaikowsky, Verdi and Wagner, to list only a few, would fall in this class.

He said broadcasters might be willing to waive objections to this provision of the bill in normal times, when there is uninterrupted communication between America and Europe, but it is ridiculous to inaugurate such a plan at a time when putting such a law into effect would mean either not using these works or infringing them, since it is now practically impossible to conduct correspondence with citizens of the warring nations.

Much more serious to broadcasters, however, is the section of the proposed act relating to damages and penalties for infringement. Purporting to alleviate some of the more onerous penalties of the Copyright Act of 1909, the alleged remedy is worse than the admitted disease" Mr. Kaye wrote in a memorandum to the committee on behalf of broadcasters. Analyzing the changes embodied in this single part (Section 19) of the new bill, the memorandum cites the following:

"Under the old law only the copyright proprietor could sue. Under the proposed bill any person who has any right in the work may bring an action . . . . For instance, a single radio performance of a popular musical work might infringe the rights of a composer, a lyricist, a music publisher, an arranger, a theatrical producer, a motion picture company, the owner of stock and amateur rights, etc."

"According to many existing decisions a plaintiff cannot recover

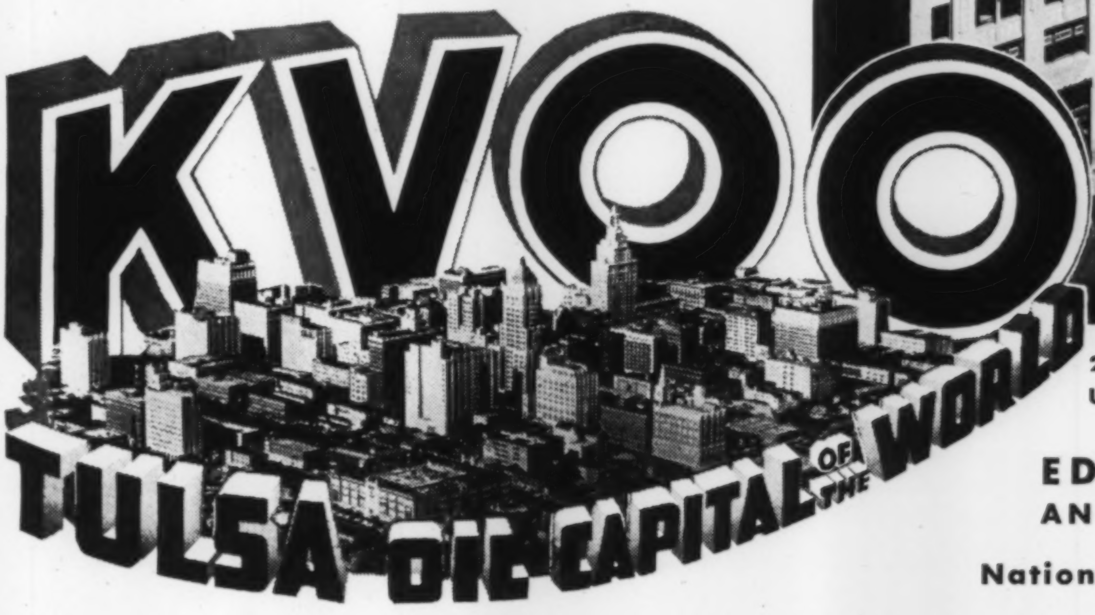
(*Continued on page 75*)

"Uh! Big Wigwam!"

Eastern Paleface..come Tulsa ..see big wigwams! The big wigwam shown here is the Philtower, 24 story home of KVOO, but it is NOT Tulsa's tallest building, and it has plenty of company, as the air view of Tulsa below will show. In fact, Tulsa, Oklahoma, ranks among the first twelve cities in America in the number of buildings over ten stories high.

Tulsa, Oil Capital of the World, is the town that Jack built, and we mean blue chips. Home of 546 Oil Companies and Operators, 400 Purchasing Agents, 119 Manufacturing Plants, 183 Supply Houses and Representatives of 1,028 American Oil Equipment Manufacturers. Tulsa is the clearing house point for billions of dollars of oil money. Oklahoma's richest city in bank deposits. Home of the International Petroleum Exposition, world's largest single-industry show, 96% sold out for May, 1940.

Within 75 miles of Tulsa lie 40% of Oklahoma's population, 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. KVOO alone covers this area effectively and *in addition* has *primary coverage counties* in Kansas, Missouri and Arkansas.


KVOO
TULSA OIL CAPITAL OF THE WORLD

25,000 WATTS
UNLIMITED TIME

BOTH NBC
NETWORKS

EDWARD PETRY
AND COMPANY, Inc.

National Representatives

LIKE THE FINNS . . .

Conquerers of the vaunted Russian Bear

(and a lot of Finlandia's doughty progenitors live in our Northern Minnesota and Wisconsin service area)

WE ARE ALWAYS ON OUR TOES !

•

Head of the Lakes Broadcasting Company's

1000 WATTS **W9XYH** 43,000 KC·

is the Northwest's and one of the Nation's
PIONEER FREQUENCY MODULATION STATIONS

affiliated with

WMFG, *Hibbing, Minn.* (CBS) • **WEBC,** *Duluth-Superior* (NBC) • **WHLB,** *Virginia, Minn.* (CBS)

Broadcasters Organize Group For Operation of F-M Stations

Charter Sought After New York Meeting as Plans Are Laid; Shepard Elected Chairman

FM BROADCASTERS, to become FM Broadcasters Inc. as soon as a corporate charter can be obtained from the State of Delaware, was organized Jan. 5 at a meeting of broadcasters either now operating or proposing to operate frequency modulation stations, held at the Ritz Towers, New York. Meeting was called by John Shepard 3d, Yankee Network; T. C. Streibert, WOR; Paul W. Morency, WTIC, and Walter Damm, WTMJ. It was attended by 73 individuals representing 49 organizations. This attendance is indicative of the rapid growth of interest in this new type of broadcasting which only a year ago was practically unheard of by all save a few radio engineers. Of the organizations represented, 12 already have F-M stations; 10 have construction permits; 22 have applied for construction permits and nine propose to file such applications before the opening of the FCC hearings on Feb. 28.

Mr. Loucks

Ask Regular Licenses

Appointment of Philip G. Loucks, Washington attorney and former managing director of the NAB, as counsel for the new group, to represent it at the Feb. 28 hearing and also to perfect incorporation of the group, was announced by Mr. Shepard Jan. 5. Mr. Loucks conferred with Mr. Shepard and the executive engineering committee of FM Broadcasters in Washington Jan. 8, at which time preliminary plans for the FCC presentation were made. Bylaws of the organization already have been drafted and a petition for charter has been filed.

The committee of nine elected includes Mr. Shepard, Chairman, Streibert, Morency, and Damm; Franklin M. Doolittle, WDRC; John V. L. Hogan, WQXR; Ray H. Manson, Stromberg-Carlson Telephone Mfg. Co.; C. M. Jansky Jr., Jansky & Bailey, and Carl J. Meyers, WGN.

That the coordinated opinion of the group may be presented to the FCC at these hearings, resolutions were adopted recommending that regular instead of experimental licenses be granted to frequency modulation broadcasters; that the maximum power permitted for F-M be raised from 1 kw. to 50 kw.; that a minimum separation of 200 kc. be maintained between adjacent F-M channels; that the present five channels allocated for F-M broadcasting, between 42.5 and 43.5 mc., be increased to 15, between 41 and 44 mc., but without excluding facsimile or educational broadcasting from these channels, and that "immediate provision should be made which will insure the availability of additional channels . . . as nearly adjacent to the band, 41-44 mc., as possible, so far as this can be accomplished without undue injury to other services"; that the 26 mc. band now allocated to F-M be made available to other types of broadcasting, and that the FCC grant permission for regular rebroadcasting of programs by F-M stations, with the consent of the origanating station, and the establishment of permanent relay stations.

Chief debate occurred following a motion that the group request the FCC to assign to F-M the 44-50 mc. channels which now comprise the first television band. After discussion of more than an hour, during which accusations that television was trying to squeeze out frequency modulation and vice versa were freely hurled, the question was tabled until the afternoon session. Proposal of Maj. Edwin H. Armstrong, inventor of the frequency modulation method, that the television stations now operating in the first video band move to a higher channel, was countered by John Howland, assistant to the president of the Zenith Radio Corp., leader of the fight to keep this channel free for television, who suggested that F-M stay away from television and confine its activities to the frequencies around 100 mc.

Compromise Plan

Continued discussion in the afternoon was concluded by the adoption of a compromise resolution proposed by Louis G. Caldwell, attorney for WGN; "Resolved that as in our judgment 15 channels will not prove sufficient for the needs of F-M an immediate provision should be made which will insure the availability of additional channels in the near future and that from the point of view of receiver design and cost the additional channels should be as nearly adjacent to the band, 41-44 mc., as possible, so far as this can be accomplished without undue injury to other services." Representatives of Zenith Radio Corp., General Electric Co., Westinghouse, Bell Laboratories, NBC and CBS went on record as not voting on this proposal.

A dispute arose over the resolution favoring wide-band frequency modulation, with Maj. Armstrong favoring and O. B. Hanson, NBC vice-president and chief engineer, opposing the motion. Pointing out that wide-band F-M not only increases the service area but also makes possible the multiplexing of signals, such as combining facsimile and sound on a single channel, Maj. Armstrong said that several years ago exhaustive tests had proved the advantages of wide-band operation, but that recently NBC had asked permission to make these tests all over again, needlessly, it seemed to him. Mr. Hanson replied that "certain information has come to RCA and NBC" that makes it necessary for the tests to be repeated. In answer to a question if this might not be continued indefinitely, he stated that the tests will be completed before the hearing starts Feb. 28.

There was no opposition to the motion that the frequencies between 41 and 42 mc., now allocated to education, and from 43.5 to 44 mc., now allocated to facsimile, be turned over to F-M. The engineering committee was instructed to present a plan providing for simplex and multiplex operation of educational and facsimile broadcasts along with the regular F-M program service. The problem of providing satis-

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Zenith Tests F-M

ANOTHER entrant in the field of frequency modulation was authorized Jan. 5 by the FCC, which granted Zenith Radio Corp., Chicago set manufacturers, a construction permit for an experimental 1 kw. station on 42.8 mc., call letters of which will be W9XEN. The Commission stated that the program of research and experimentation which the applicant proposes is expected to obtain data particularly on the merits of wide and narrow band modulation. Zenith also is licensed to operate W9XZV, a 1-kw. television station in the 42-56 and 60-86 mc. bands. It is understood the company plans to produce F-M receivers.

Armstrong Fixes Royalty Payments

Inventor Specifies Scale of Fees From $300 to $5,000

A SCALE of royalties for broadcast transmitters under Armstrong frequency modulation patents, ranging from $300 for a 250-watt transmitter or less to $5,000 for a 50,000-watt transmitter, has been established by Maj. Edwin H. Armstrong, inventor of what is technically described as the "Armstrong Wide-Swing Frequency Modulation System".

The scale of royalties for transmitters covers 15 F-M patents issued to Maj. Armstrong. The license agreement specifies the royalty paid will cover the right to have the transmitter manufactured for it and to employ inventions covered by the Armstrong patents in operation of such transmitter for broadcasting and facsimile multiplexing. The royalty covers operation of the equipment in perpetuity but is not transferable except to the purchaser of the licensed transmitter.

The full scale of royalties follows:

Operating power: 250 w. or less, $300; 1 kw., $500; 2 kw., $750; 5 kw., $1,250; 10 kw., $2,000; 20 kw., $3,000; 30 kw., $3,750; 40 kw., $4,500; 50 kw. or more, $5,000 for 50 kw.; $50 for each additional kw.

To determine the royalty rate for any power output above 250 w. and under 50 kw. not shown above, take the next lower royalty figure shown above and add to it the same per w. or per kw. differential as is added to arrive at the next higher royalty figure shown above.

Upon any increase in the authorized power of the transmitter, as defined in the accompanying license agreement, the broadcaster agrees to pay the amount of the royalty as shown above for such increased power, less the amount of royalty previously paid.

Finch Station Uses F-M

FINCH Telecommunications Inc., manufacturers and licensors of facsimile apparatus and operating shortwave station W2XWF, New York, has been authorized by the FCC to operate that station with frequency modulation as well as amplitude modulation on 42.18 mc., using 1 kw. power. Transmitter is now being installed atop the Manufacturers Trust Bldg., Columbus Circle, in New York.

THE YANKEE NETWORK WIXOJ

YANKEE NETWORK'S mobile laboratory, carrying combination A-M and F-M receivers of representative manufacturers and a high-fidelity speaker system, arrived in Washington Jan. 12 for a week's demonstrations to Government officials and others interested in the Armstrong system of frequency modulation which the John Shepard interests are pioneering. In photograph, Samuel Curtis, technician, is shown standing before the trailer-laboratory. James Brooks, of the Yankee staff, is demonstrator. Paul A. deMars, Yankee Network technical director, who constructed the new F-M stations in Boston and atop Mt. Asnebumskit, Paxton, Mass., accompanied the mobile unit. Signals demonstrated are those picked up from the Jansky & Bailey experimental station in Washington's outskirts, W3XO, operating with 1 kw. on 43.2 mc.

Commercial Video Draws Objections

FCC Hearing Also Will Draw Opposition to Standards

OPPOSITION to immediate commercialization of television on the part of a number of existing licensees was indicated preparatory to the FCC hearing on proposed rules governing the visual art scheduled for Jan. 15. It was also considered likely that a number of licensees would oppose proposals in connection with standards for television at this time, unless they are of an extremely flexible character.

RCA, in the forefront of television experimentation and development, has openly supported commercialization of the medium on the ground that only through participation of experienced programming talent can proper incentive be given the new medium. The proposed rules provide for two classes of television stations—those which would be purely experimental and those which would be permitted to operate on a limited commercial basis.

Allocation Dispute

Prospect of a dispute over allocation provisions contained in the proposed rules also was seen, particularly in the light of demands of frequency modulation experimenters that television channel No. 1 be assigned for frequency modulation broadcasting. The newly-formed FM Broadcasters Inc., through its counsel, Philip G. Loucks, has filed with the Commission a petition asking that the record of the television hearing be kept open pending the outcome of the hearing on frequency modulation scheduled to begin before the Commission Feb. 28 [BROADCASTING, Jan. 1].

Whether RCA will announce its plan for possible network development of commercial television at the hearing was conjectural. It was expected Alfred H. Morton, vice-president of NBC in charge of television, would appear as the principal witness for RCA-NBC.

On Jan. 9 the FCC announced that parties at the hearing may appear in defense of, as well as opposition to, the proposed rules and regulations before the Commission en banc. This participation, however, it announced, will be limited to evidence and argument in rebuttal to formal exceptions offered. Parties desiring to participate may apply at the close of presentation of evidence and argument in support of objections.

Rate Regulation?

The Commission also stressed it will afford parties opportunity to be heard on specific recommendations of the Television Committee in addition to the proposed rules. The allocation table, under which assignments would be allotted to particular areas, was cited as an example.

In several quarters, opposition has been expressed to the proposed rules as written, particularly in respect to the limited commercial operation. It is felt that the nature of the restrictions which would be imposed, together with requirements for filing of frequent reports on fiscal operations would be a step toward rate regulation not only of the visual medium but of all broadcasting. This view probably will be advanced at the hearing.

FIRST F-M NETWORK BROADCAST

Yonkers Program Received in Boston Through Use of Four Experimental Transmitters

USING four established experimental frequency modulated transmitters to form a wireless relay transmitter system, the first F-M "network" program was broadcast in Yonkers, N. Y., and received in Boston on Jan. 4. The F-M broadcast, using the Armstrong system, came 17 years to the day after the first network broadcast via telephone wires was carried between WEAF, New York, and WNAC, Boston, on Jan. 4, 1923. John Shepard 3d, president of Yankee Network, is closely identified with both ventures, as owner of WNAC and operator of W1XOJ, the Yankee Network F-M station.

The 60-minute broadcast, planned to present every type of talent usually heard on the air, originated in the living room studio in the home of C. R. Runyon in Yonkers, and was relayed by his F-M transmitter W2XAG to W2XMN, Maj. E. H. Armstrong's station at Alpine, N. J. From there the program was passed on and received by W1XPW, Meriden, Conn., operated by Franklin W. Doolittle.

The Meriden station relayed the signal to W1XOJ at Paxton, near Worcester, Mass., where it was transmitted on the ultra-high frequency channel throughout New England. W1XOV, the Yankee Network Weather Service station on Mt. Washington, also participated in the program, but not as a vital link, as it operates on the amplitude modulation system rather than F-M.

An Authority Comments

Commenting on the broadcast, received in Boston at a special press demonstration on a standard F-M receiver at Yankee Network headquarters, Henry M. Lane wrote in the *Boston Sunday Post* on Jan. 7:

"The program itself was designed to subject the system to a severe test for quietness and fidelity. Selections by piano, guitar, violin and brass instruments singly and in combination, high grade transcriptions and special sound effects served to give the listener an amazing demonstration. The fact that the signal could be rebroadcast three times over a substantial distance without picking up the slightest trace of noise or static of any kind was striking enough.

"On top of this, the quality of reception in Boston with the nearest transmitter 45 miles away was fully up to a direct broadcast and showed no apparent loss of quality. Quite evidently, the process of rebroadcasting can be carried to a point far beyond that used in this initial test. The quality? You must hear it to understand how good it is. 'Natural' is the best descriptive word."

Reaction to Signals

The following evening, Jan. 5, a similar demonstration was made for representatives of operators in the FM Broadcasters group. A program originating in the Runyon studios was relayed to Boston via the same F-M transmitters, where it was picked up by W1XOV, the Yankee Network Weather Service station, and then returned to Yonkers by wire lines.

Listeners in New England stated that the signal from Paxton, at the Yankee F-M transmitter W1XOJ, was superior to that of ordinary network broadcasts in quality, but that much of this advantage was lost when the broadcast method was switched to amplitude modulation at Mount Washington. Still further loss in the tonal range occurred when the program was put on the wire lines, they stated.

The demonstration, directed by Mr. Runyon, was witnessed in his home by Paul deMars, Yankee Network chief engineer, and J. E. Brown, research director of Zenith Radio Corp. Results of the test were described as "most gratifying" by Maj. Armstrong. "Boston observers report the program went into that city with tonal quality never before heard, and the operators atop Mount Washington report it as clear as if next door," he commented.

The experiment carried a step further a previous F-M radio relay broadcast on Dec. 3, when a program originated at W2XAG, Yonkers, was rebroadcast by W2XMN, Alpine, and again by W1XPW, Meriden, for the benefit of a group of technical experts and newspapermen assembled at a F-M receiver in the studio of WDRC, Hartford [BROADCASTING, Dec. 15].

Scheduled to Appear

Appearances filed for the Jan. 15 hearing by expiration of time for filing on Jan. 10 included: Don Lee Broadcasting System, filed by H. L. Lohnes, E. D. Johnson and Fred W. Albertson; Radio Pictures Inc., by John V. L. Hogan; General Electric Co., by L. V. Coffman; Zenith Radio Corp., by John R. Howland, assistant to president; Metropolitan Television Inc., by Andrew Haley and W. T. Pierson; FM Broadcasters, by P. G. Loucks; Allen B. DuMont Laboratories, by William A. Roberts; Philco Radio & Television Corp., by Louis G. Caldwell; RCA, by A. L. Ashby and P. J. Hennessey Jr.; International Business Machines Corp., by A. B. Landa and M. M. Jansky; Edward H. Armstrong, by H. L. Lohnes and F. W. Albertson; CBS, by Paul A. Porter; General Television Corp.

Walgreen Using 7

WALGREEN DRUG Co., Chicago (chain drug stores), on Jan. 12 started a 30-day campaign totaling 800 spot announcements on seven Chicago stations to promote the company's new and largest store recently opened at State and Randolph Streets. Stations used include WCFL WGN WMAQ WENR WBBM WIND WJJD. Schwimmer & Scott, Chicago, handles the account.

P & G Resumes *Singer*

PROCTER & GAMBLE Co., Cincinnati, on Jan. 3 resumed its sponsorship via transcription of *The Gospel Singer* in behalf of Fluffo shortening on 12 stations in the South, following a several months' lapse during which the program was off the air. Compton Adv., New York, is the agency in charge.

BAD bet on the Sugar Bowl game New Year's Day brought on this. Henry Dupre, special events announcer of WWL, New Orleans, wagered that if Texas A&M beat Tulane he would conduct his regular street broadcast in long underwear. Pay off he did after Tulane had been edged out, 14-13, and here he is in the long whites—on the coldest day for a year in New Orleans, with the temperature at 32 degrees.

Don Lee Acquires Title To Coast Television Site

FULL TITLE to Mount Lee overlooking Hollywood, was acquired by Don Lee Broadcasting System, Los Angeles, on Jan. 5, when Lewis Allen Weiss, vice-president and general manager, acting in behalf of Thomas S. Lee, president, completed escrow proceedings with the Title & Trust Co. Transfer of the property marks a new step toward the erection of a television station to house the present W6XAO facilities located for the past eight years in the Don Lee Bldg. at 7th & Bixel Sts., Los Angeles.

With endorsement by the Los Angeles City Planning Commission, the City Council recently adopted an ordinance permitting erection of an exclusive structure for the television station. Property, situated on top of the 1700 foot mountain, comprises 23 acres with line of sight to practically the entire population area of Los Angeles and neighboring counties.

It is the highest mountain accessible by road in Hollywood range, and will offer antenna tower facilities one and one-half times that of the Empire State Tower, New York, the present highest television site in the United States, according to Mr. Weiss. He stated that road re-surfacing would start immediately, and work on the proposed $1,000,000 television plant would get under way by early spring.

KTSM Regional Grant

KTSM, El Paso, Tex., Jan. 11 was granted a fulltime regional assignment on 1350 kc., in lieu of its present local assignment in a decision reversing the recommendation of a former examiner. The station was issued a construction permit to increase its power from 100 watts night and 250 day to 500 watts. Former Examiner Bramhall several years ago had recommended denial of the application. WDAH, El Paso, under the same ownership as KTSM, which held a license to operate two hours on Sundays, is deleted under the action, with full time awarded the dominant station.

Have You heard about Our Increase?

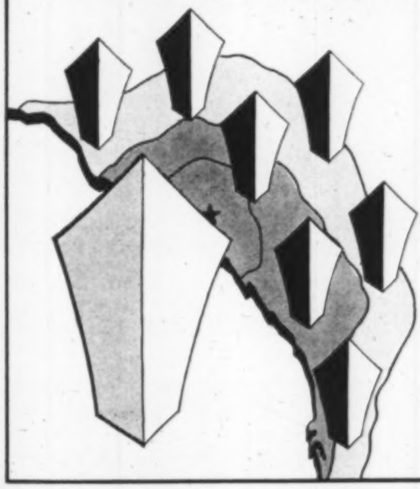
(SINCE AUGUST 1)

1. Increase in Coverage

(and audience, too)

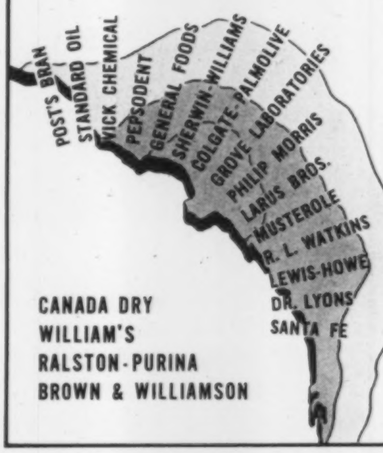
KECA's increased primary coverage at the new spot on the dial (780) now reaches 97.2 of all homes in the seven Southern California counties. Mail increase has been almost 900% since August 1 . . . and it's still climbing.

2. Increase in Local Accounts



During the month of December, KECA carried more department store sponsored 15-minute programs per week than all of the other major network stations in Los Angeles **combined.** Local lineage has increased 975% since August 1.

3. Increase in National Business

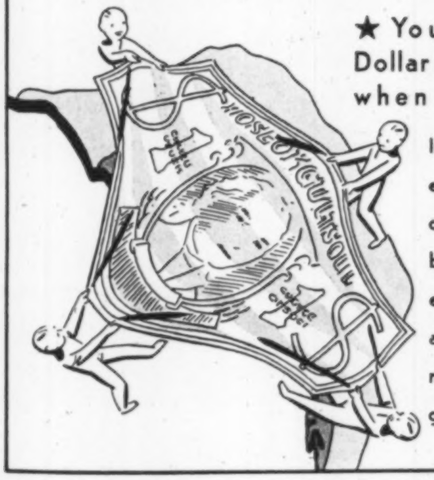

POST'S BRAN
STANDARD OIL
VICK CHEMICAL
PEPSODENT
GENERAL FOODS
SHERWIN-WILLIAMS
COLGATE-PALMOLIVE
GROVE LABORATORIES
PHILIP MORRIS
LARUS BROS.
MUSTEROLE
R. L. WATKINS
LEWIS-HOWE
DR. LYONS
SANTA FE

CANADA DRY
WILLIAM'S
RALSTON-PURINA
BROWN & WILLIAMSON

Canada Dry, Brown and Williamson, Williams, Ralston-Purina . . . sure we had them all prior to August 1, but now . . . sixteen new NBC Blue Network sponsors are heard over KECA and more will be heard during January.

4. But NO Increase in Rates, (yet)

★ Your Advertising Dollar S-T-R-E-T-C-H-E-S when you buy KECA



Increase in coverage, audience and popularity usually calls for an increase in rates but card No. 15 is still in effect. The KECA rate is about half of that of the next network station in Los Angeles.

BETTER SIGN TODAY WITH...

Now 780 KC.

KECA

LOS ANGELES

The NBC Blue Network affiliate in Los Angeles
5,000 watts day ★ 1,000 watts night
operated full time
OWNED AND OPERATED BY
Earle C. Anthony, Inc.
141 NO. VERMONT AVE. • LOS ANGELES

FREE & PETERS, INC., National Sales Representatives

TWO fires in two days, Jan. 3 and 4, provided Minneapolis and Omaha stations with opportunities to combine public service and radio reporting. Roger Krupp (upper left), announcer of WTCN, Minneapolis, left his dawn disc assignment to get firsthand information from the disaster site. KSTP had its shortwave truck on the job, with Joe Meyers and Roch Ulmer speaking from the truck roof. At a hotel fire in Omaha, KOIL and WOW gave thorough coverage. Foster May (lower left) defied ice and slush as he roamed about the scene with a WOW mike.

FIRE TALES OF TWO CITIES

Twin Cities and Omaha Hotel Catastrophes Find Stations Carrying Vivid Descriptions

THIRTEEN minutes after the first alarm was sounded in Minneapolis' most disastrous fire in history, Twin Cities radio stations were on the job Jan. 3 in a series of news and assistance broadcasts that has drawn praise from public and Red Cross officials.

In Omaha another hotel fire the next day found stations in that city fighting frigid temperatures to give listeners a story from the disaster scene.

The Minneapolis blaze, which destroyed the Marlborough hotel with a loss of 20 lives, struck early in the sub-zero morning. Three minutes later at 5:53 a. m., the Minneapolis fire department received first word of the disaster. A few minutes after 6, WTCN, whose studios are located a block-and-a-half from the scene, announced the blaze was underway. Other stations which shortly joined in broadcasting news of the disaster and carrying appeals for relief of sufferers were WCCO, KSTP, WMIN and WDGY.

Eyewitness Accounts

Roger Krupp, WTCN announcer opening the day's schedule at 6 a. m., saw the fire trucks roar by as he entered the studio building. When he reached the top floor, he saw flames shooting through the hotel roof and ascertained exact location of the blaze and so announced.

At 6:10, a young eyewitness rushed to the station and told Krupp the details of the initial terrifying minutes of the blaze. Krupp aired this, then turned over handling of the morning transcriptions to an engineer and ran to the scene where he interviewed survivors, firemen and other witnesses. He returned to the studio to give a fairly complete account from 6:45 to 7 a. m., going back again for more information. Throughout the day, WTCN interrupted frequently to carry bulletins on latest developments.

KSTP was the only station with shortwave mobile equipment at the scene. After carrying first reports shortly after 6 a. m., the station followed with periodic break-ins until its special events crew could be dispatched. The crew, consisting of Roch Ulmer, announcer; Joe Meyers, special events chief; George Seitz and Fred DeBeaubien, engineers, reached the scene 35 minutes after first reports and began feeding direct bulletins. The station interrupted its regular schedule 11 times during the morning for on-the-spot broadcasts.

WMIN sent two announcers, Jack Monsos and Jack Holbrook, at 7:30 a. m. and WDGY sent a recording crew including John McKnight and Gregg Donavan, announcers, to take transcriptions of witnesses' accounts. Three WCCO announcers, Max Karl, Bob Campbell and Clellan Card, kept their station informed of latest details.

Public Service

All stations carried official appeals for curiosity seekers to remain out of the way of fire and rescue crews.

Radio's role as a medium of public information and service was evidenced in many ways. An appeal for aid for sufferers broadcast by WDGY brought a deluge of phone calls in response. Information was then turned over to the Red Cross. The station also offered use of its eyewitness and survivors' recordings to the fire department as a permanent record.

During frequent broadcasts for information on relatives of victims, Cedric Adams, WCCO newscaster, put one request on at 12:07 p. m. One minute later, at 12:08 p. m., the station received a call giving information desired.

That evening, WCCO devoted a 15-minute spot to interviews with the first fire chief to reach the disaster, the chairman of the Red Cross assistance committee and others who aided in relief operations. In that broadcast, a roster of 18 persons still missing was read. Within 10 minutes of the reading, 35 telephone calls were received resulting in locating six of the 18.

KSTP reported it broadcast a list of missing persons on its night newscast and within an hour, a flood of calls to the station and Red Cross offices located 13 of those reported missing.

Day after the fire, KSTP offered its facilities to the Red Cross in its drive for funds, carrying more than a score of announcements throughout the day, even sidetracking some that were regularly scheduled.

Among officials who lauded the radio service during the disaster were Mayor George Leach of Minneapolis, Minnesota's Gov. Harold Stassen and Miss Ann McMachan, of St. Louis, divisional Red Cross official who rushed to the city to head relief work.

Omaha Coverage

Two special events men for KOIL had to "make up" their technique as they went along when Omaha's Henshaw hotel and an adjacent building were raked by fire.

Bud Thorpe and Bill Baldwin covered the assignment. Everything was going fine with their broadcast, in spite of teeth chattering from the cold, until an engineer who was monitoring things up the street yelled down that they were blurring. They discovered the microphone was sheeted with ice from the spray billowing away from the torrents of water being poured on the fire. They cracked away the ice, covered the mike with a handkerchief, and continued their running account as firemen brought screaming hotel guests to safety.

The fire broke out after bedtime hours, but next day KOIL played back a recording. Audiences of the sister stations in the Central States Broadcasting System—KFAB and KFOR—also heard the program.

WOW on the Job

WOW's special events department, working in the subzero temperature at 3 a. m., described the thrilling rescue of 50 persons. The broadcast was aired directly from the scene, also transcribed and put on the air three times the next day.

Foster May, assisted by Soren Munkhof and Bill Wiseman, of the news department, and a crew of engineers, and utilizing WOW's mobile unit, enabled the Woodmen station to carry nearly two hours of running description. At one point May laid down his microphone to assist a woman with a baby being carried out of the burning building.

The broadcast started about 4 a. m., three hours after WOW is ordinarily silent. May picked up the fire from several different locations, and then using a thousand feet of wire he was able to interview many of the survivors who gathered in the lobby of the St. Regis, a half-block away. As May broadcast, many survivors, scantily clad, gathered around the radio set in the St. Regis lobby and listened to the description of their personal belongings going up in flames.

AT 35 BELOW

KARK Mike Is Eased Into Chilly Quarters

FOR the first time since KARK, Little Rock, Ark., went on the air, a program was broadcast through its regular equipment recently at a 35 degrees below zero temperature. With the regular outdoor temperature 70 degrees at the time, Dan Winn, chief engineer, successfully arranged the broadcast from the quick-freezing room of the new Frosted Food Mart.

In going from 70 degrees Fahrenheit to 35 below without "popping" his microphone, Mr. Winn worked out the following method: From the outside temperature he first placed the microphone in a chill box at 40 degrees for 30 minutes; then at 20 for 15 minutes; zero, 15 minutes, and finally, into the quick freeze room at 35 degrees below. There for 20 minutes, with Dan Winn wrapped up suitably, along with Announcer Buddy Bostick, several officials of the company were interviewed to bring out explanations of various departments and equipment.

Southwest Flour Series

UNIVERSAL MILLS, Dallas (Gold Chain flour), on Jan. 15 starts the quarter-hour thrice weekly transcribed serial *Dearest Mother* on the six stations of the Lone Star Chain, KGKO, KGNC, KRGV, KTSA, KXYZ and KRIS. Albert Evans and LeMay, Dallas, is agency.

Ford in New England

FORD MOTOR Co., Detroit, on Jan. 8 started an eight-week campaign for its used cars using thrice daily spot announcements on 23 stations in New England. McCann-Erickson, New York, placed the account.

Put the other foot down

It's strictly a matter of balance. If you want to stand firmly in the Omaha market, plant one foot in the cornfields of western Iowa and the other in the livestock and packing centers of Nebraska.

Omaha is a large market—composed of parts of six states along the Missouri river. Coverage of one or two states, obviously, is only partial coverage of the market.

WOW coverage maps, however, coincide almost exactly with the map of the Omaha market. Now, with 5,000 watts day and night—on 590 kilocycles—WOW will give you quality coverage that no other station can approach.

Don't be caught off balance in this year's advertising schedules. Buy WOW and stand firmly in the Omaha market!

John J. Gillin, Jr., Manager . . . Owned and Operated by the Woodmen of the World Life Insurance Society . . . John Blair & Company, Representatives . . . On the NBC Red Network . . . Write for Comprehensive Surveys and Maps

5,000 WATTS ON 590 KC - FULL TIME - COVERS THE OMAHA MARKET.

WOW

Simplified Forms Submitted by FCC

Fiscal Questionnaires Must Be Returned by April 15.

AFTER SEVERAL months of delay, the FCC Jan. 4 approved the revised form of financial report on station operations for 1939, together with a detailed list of instructions designed to insure uniformity in responses.

The new questionnaire, already mailed to stations, is returnable in full April 15. Tapping innermost phases of station operations, it covers 21 pages, compared to a 27-page document for the 1938 fiscal operations. It covers station employment data and payrolls but does not include program schedule data. These will be distributed at a subsequent date following discussion between Government and broadcast representatives on definitions of particular types of programs. It is expected the latter questionnaire will be based on a typical week.

The financial report is designed to cover all data required by the FCC in connection with applications of stations for license renewals and is expected to obviate the submission by stations of the former forms described as 705 and 706. The new form was agreed upon following conferences of FCC accountants and representatives of the NAB Accounting Committee. While these conversations ended last August, the FCC did not approve the form until Jan. 4.

The financial form is the third annual undertaking of this character by the FCC. Previous questionnaires evoked strong criticism within the industry, particularly from smaller stations. The new form, it is contended, takes into account most of these reactions and is designed to work least possible hardship on any class of station.

The instructions relating to the report cover 16 pages. In infinite detail they outline the manner in which the reports should be filed and verified. While the questionnaire is somewhat shorter in form, it nevertheless is even more comprehensive than those distributed for the 1937 and 1938 calendar years. In addition to a general balance sheet, the questionnaire delves into such matters as undistributed profits, distribution of revenues by corporations, proprietors, partners and officers, compensation paid proprietors, partners, employes, officers, musicians and other talent, and detailed income breakdowns as between network, non-network and other revenue sources.

Originally the FCC called for return of the questionnaires March 1. The time was extended to April 15, however, at its Jan. 9 meeting, in compliance with requests from the NAB. It was contended that a severe hardship would be involved if stations were required to submit the forms in advance of filing their tax returns March 15.

Simultaneously, the Commission announced it will provide stations with a single sheet form for analysis of time sales for the past year which is to be executed and returned immediately.

The employment questions cover the week beginning Oct. 15, 1939. They relate to full-time and part-time employes, together with compensation and classification.

Data Covering Radio Listening Habits Listed by Princeton Research Group

TO ACQUAINT a larger public with available material on radio listening habits, the Princeton Office of Radio Research has published its first major study on "Social Stratification of the Radio Audience", covering the 1935-37 period, as prepared by H. M. Beville Jr., research manager of NBC.

Mr. Beville

Directed primarily to those interested in educational broadcasting, the study brings out the type and quantity of data currently collected by the CAB and C. E. Hooper research agencies and illustrates analyses that can be made from these data to probe differences in listening behavior by various social or economic groups.

How They Listen

A section of the study, covering general listening habits, indicates highest listening in the $2,000-$3,000 income class (C Group), and the lowest in the over $5,000 bracket which makes up only 6.7% of total audience. The D Group (under $2,000) runs slightly below the B Group ($3,000-$5,000) in amount of listening, the survey showed. The C Group was rated particularly high in daytime listening, largely because "most programs are directed toward this class as the average. . . and as the biggest market for many radio advertised products."

A geographic analysis of set use indicated a high index of Pacific Coast listening, explained by Mr. Beville as resulting from the West Coast's reception of all the best Eastern programs plus many Pacific Coast regional network features of high calibre. The growth of Hollywood as a program center and extension of NBC-Blue and MBS to the West Coast also were cited as factors.

A second section, incorporating tables of typical evening and daytime programs showing definite appeal to individual income groups, indicated that classical orchestras and soloists, commentators and operetta type entertainment are relatively strongest in the highest bracket. Semi-classical music and personalities such as Alexander Woollcott and Lowell Thomas, along with folksy or historical drama, ranked high with B Group listeners.

The C Group was shown as partial to features like *Fibber McGee & Molly*, *Warden Lawes* and *First Nighter*, while the lowest income class (under $2,000 — D Group) showed preference for comedians like *Pick & Pat*, *Joe Penner*, *Lum 'n' Abner;* variety like *National Barn Dance*, and drama of the *Gang Busters* type.

Although most shows popular with one or two classes were relatively weak in other groups, the outstanding successful programs generally maintained a uniformity of ranking. While daytime dramatic serials appealed strongly to C Group listeners, the report indicated a steady increase in popularity of certain features of this type among A Group listeners, i.e., *Hymns of All Churches*, *Wife Saver* and *The Goldbergs* demonstrated a uniform economic group appeal.

Another feature of the study, covering competitive factors in programing, brought out that program popularity is measurable only in relative terms and that the audience a particular program is able to obtain is greatly affected by the relative audience-pulling powers of competing programs. The final section, analyzing audience competition by social groups, demonstrated how each of two competing programs directed at different segments of the audience can achieve equal success in its own sphere.

FILL FORMS PROMPTLY

A PLEA to stations to return promptly to the FCC the single-sheet form analyzing time sales for 1939, so that this data will be available for early compilation, has been made both by the FCC and the NAB, coincident with the mailing of 1939 financial report forms to all stations and networks. The main form is not returnable until April 15, but it is felt stations will have no difficulty in promptly filling out and returning the single sheet on total time sales.

Postponement of the filing date from March 1 to April 15 for the main form was agreed to by the FCC upon petition of NAB Secretary-Treasurer Edwin M. Spence. As secretary of the NAB Accounting Committee which collaborated with the FCC, he explained the earlier date would inconvenience stations since tax returns and other Government data is returnable at the same time.

SILVER plaque honoring WIL, St. Louis, for outstanding service in the field of child safety was presented Dec. 26 to Edgar P. Shutz (right), business and commercial manager, representing the station, by Fred J. Murtfeldt, president of Post A, St. Louis unit of Travelers' Protective Assn. The award was made on the 13th anniversary of WIL's daily child safety program, *Birthday Bells*.

NEW call letters WORD have been assigned for the new local station on 1370 kc. which the FCC last October authorized for construction in Spartanburg, S. C. Original call assigned was WHTR.

Unions Barred

CANADIAN Broadcasting Corp., in a circular from General Manager Gladstone Murray, has placed a ban on union organization within the CBC ranks for the duration of the war. Reports from the Government at Ottawa state that they had no knowledge of the move, and that it was not the policy of the Government or of any minister in it to restrict trades union activity during war. No official statement has been issued as yet by Murray, though one is expected shortly. He is understood to have acted on instructions. The action is reported to have been taken because of Communist sympathizers in the proposed union.

LOS ANGELES CODE FOR AFRA ADOPTED

CODE on local commercial rates for freelance actors, singers and announcers in the Los Angeles area was agreed upon in late December at a meeting attended by Los Angeles Chapter, AFRA representatives and those from CBS, NBC and Don Lee-Mutual. The agreement was turned over to attorneys for final drafting and was expected to be put into effect by Jan 15.

Among provisions is the breaking down of Los Angeles area stations into three classifications, A, B, and C. Those serving as network outlets will be in A classification, and are to pay top scale to actors, singers and announcers, it was said. I. B. Kornblum, executive secretary of Los Angeles Chapter and Laurence Beilenson, counsel, represented AFRA at the meeting. Networks were represented by Lewis Allen Weiss and Willet Brown, general manager and assistant general manager, respectively of Don Lee Broadcasting System, the Pacific Coast outlet of Mutual; Donald W. Thornburgh, CBS Pacific Coast vice president and Ben Paley, CBS Hollywood director of production; and Lew Frost, assistant to Don E. Gilman, NBC vice-president.

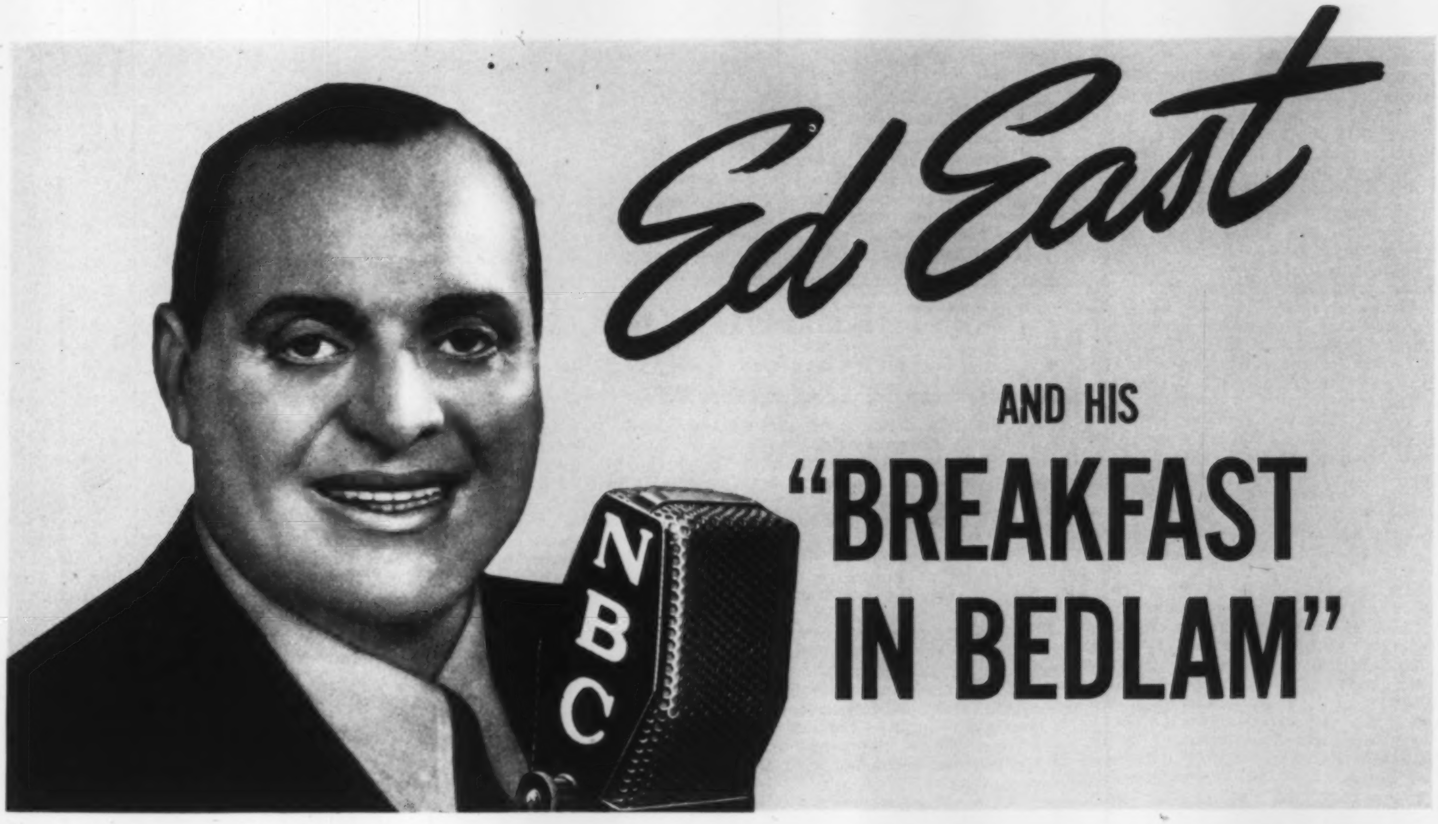
Radio schools in the Los Angeles area have been asked to "register" with AFRA, following several meetings of the organization's radio school committee, which is attempting to govern the appearance of amateurs on school broadcasts.

Candy Firm on 64

CHERRY SPECIALTY Co., Chicago (box candies), has started a five-week campaign of one-minute transcribed spot announcements on the following stations: WIRE WJR WOWO WMAQ WSB WBT WPTF WJAX KSTP WDAY WEBC KLPM WTMJ WHO WTAQ WKBH WIBA WTAM WLW WBNS WSPD WHAS WOW WDAF KSD KFAB KFH WIBW KOIN WLBZ WFEA WBEN WHAM WMCA WJDX KTAR KOMO WCSH KFPY KOA KSL WFAA WCAE KYW WRC WGBI WFBR WGY WNAC WJAR WMC WSM WDOD WBRC WWL KWKH KPRC WOAI WKY KLRA KPO KNX WRVA WTAR. Columbia Recording Co. cut the records, according to Loretta St. Pierre, timebuyer of Coe, Guy & Walter, Chicago agency handling the account.

XUM

A LOW-COST BIG-RETURN SALESMAN
in the World's Richest Market!



At amazingly low cost you can put your advertising messages on this early morning program

Ed East's "Breakfast in Bedlam," on WJZ from 7:00 to 7:55 every morning, Monday through Saturday, is a program with definite sales punch!

A merry, informal show that reaches listeners at the start of the day, it has proved itself to be a program with exceptional pulling power. One offer Ed East made to listeners for a four-day period brought a mail return from 10,597 "Breakfast in Bedlam" listeners!

Right now "Breakfast in Bedlam" is doing a bang-up job for many advertisers. It would like to do the same for you. Start now to reap your share of the profits from this low-cost program on WJZ—a station with a daytime circulation of 5,115,200 radio families in the great New York market and well beyond! . . . Ask the NBC Spot office in New York, Boston, Chicago, Cleveland, Detroit, Pittsburgh, Hollywood or San Francisco for complete information . . . National Broadcasting Company, A Radio Corporation of America Service.

4-DAY OFFER ON THIS PROGRAM BROUGHT RESPONSE FROM 10,597 LISTENERS

WJZ
NEW YORK
50,000 WATTS · 760 KC.

Station Break Cut Rescinded by NBC

Order Affecting Sunday Spot Sent in Error, Says Hedges

NOTICES that, effective Jan. 7, the break for station identification following the Charlie McCarthy broadcast would be reduced from 20 seconds to five seconds, sent by NBC to all stations carrying the program, were rescinded by the network before that date.

William S. Hedges, vice-president in charge of the NBC station department, explained that the order, issued in his absence, had been sent in error and that there was no intention on the part of NBC to attempt to curtail the usual 20 seconds allotted for chain breaks.

Order, he said, had gone out following a request by the client, Standard Brands, that its act in reducing the *Chase & Sanborn Hour* to 30 minutes and its shift of *One Man's Family*, another Standard Brands program, to the remaining half of its hour period should not result in the interjection of chain break commercials for other advertisers into the period between the two shows. As the sponsor has purchased the entire hour, Mr. Hedges explained, it is entitled to this protection, but the network erred in ordering stations to curtail their chain-break time.

IRNA Balks

Between the issuing of the order, however, and its cancellation, the IRNA executive committee had wired all stations broadcasting the programs to tell NBC that they would continue to utilize the full 20 seconds, as "acceptance by you of the reduced five-second standby would establish a damaging precedent which might ultimately lead to elimination of the essential services you render during station break periods."

Subject of station breaks and whether the 20-second periods belong to the network or the individual stations is a sore point which has frequently been argued by IRNA and the networks. Affiliates object especially to the practice of purchasing a full hour from the networks, using it to broadcast four quarter-hour programs, each advertising a different product, and then inserting announcements for still different products at what would normally be the quarter-hour breaks.

Stations claim that such announcements should be purchased from them individually, while the networks have taken the stand that if an advertiser buys a full hour from them he is entitled to use that time as he sees fit, as long as he complies with the networks' own restrictions on copy.

MBS From Front

VICTOR LUSINCHI, who was appointed MBS special warfront correspondent with the French Army last November, on Jan. 9 started a weekly quarter-hour program speaking direct from French General Headquarters, somewhere in France, his reports going by wire to Paris and from there over MBS. Up to the first of the year, Lusinchi had broadcast various special programs on MBS.

CHEF Mardikian poises with his best smile and sharpest carving implements over this turkey, rescued just for this picture from the hungry KPO-KGO employes in San Francisco during the staff Christmas party given by Manager Al Nelson. Demonstrating varying degrees of holiday expression as they watch for the first slice are (l to r) Anita Bolton; Jennings Pierce, educational and agricultural director; Chef Mardikian; Mr. Nelson and Gladys Cronkhite, home economics expert of KPO-KGO.

'WE TAKE YOU TO FINLAND'

Meyer Berger in 'New York Times'

PAUL WHITE, director of public affairs for the Columbia Broadcasting System, leaned back in his swivel chair behind the wide flattop desk. It was 6:40 p.m. From the great loudspeaker on the office wall poured the Texas twang of the captain of the Tuscaloosa. He was near the end of his story of the scuttling of the German liner Columbus.

The young man at our side stared up at the loudspeaker. Mr. White, he explained, was waiting for a cue channel, an air wave over which he might talk with correspondents in Finland, London and Paris. Mr. White, the young man said, discusses schedules with the correspondents every night and every morning before foreign news broadcasts begin.

"It's exciting," the young man assured us.

'Hello London'

The Tuscaloosa's skipper closed his story. Mr. White sat straight. He leaned toward a capsule-shaped microphone set on the desk. He threw a switch and the loudspeaker on the wall gave off a subdued, surf-life murmur. Mr. White said: "Hello, London." The speaker hissed, "Hello, CBS London," Mr. White repeated, and this time a faint "Hello" came back.

"Hello, Ed," Mr. White said, tensely.

The voice from London came up in a roar. "Yes, Paul," it said.

The young man whispered in our ear. He said the voice from London was Ed R. Murrow's. "Ed's talking from the BBS underground studio," he told us.

Mr. White spoke into the microphone again.

He said: "Ed—about the 9:15-9:45 a.m. gap on Christmas morning . What are the chances of getting the BBC singers in there?"

"Your time?" Ed wanted to know. His voice rose and flattened in the hollow way of transoceanic talk.

Mr. White said, yes, our time.

"Think I can do," Ed told him * * * "Christmas carols, band music * * * that sort of business?" and Mr. White said yes.

The "BBC singers" our young informant told us, meant the chorus at the British Broadcasting System studios. "Mr. White means he wants them to fill in a hole in the Christmas morning program," he explained.

Mr. White spoke again.

"This Chamberlain talk," he asked Ed Murrow. "Any change from 11:45 14:30? What will he talk about?"

Mr. Murrow said no change; the British Prime Minister would talk on "The War, Its Progress and Prospects."

Mr. White scribbled furiously at a pad and watched the desk clock.

"About the night show," he said: "It's lined up this way"— He broke off and swore softly. "Somebody took my sheet," he told Murrow. "Wait a minute." The young man raced out to get the sheet.

Mr. White seemed tense.

Up and Down

Mr. Murrow's voice came in again, rising and falling as though he were coasting up and down great hills and valleys.

"There's some question about that circuit to Reykjavik," he told Mr. White. "The one for Christmas Day. Quality's likely to be pretty bad."

"All right," Mr. White said. "We pass that along to you. Go ahead with the BBC singers."

"Right," London murmured, and washed away into silence.

Mr. White issued general orders for the foreign news broadcast that was to follow immediately after the scheduled talk.

"On tonight's show," he said, crisply. "Is Paris on yet?"

A down-the-basement voice from the speaker said, "Yes, Paris on," and our young man whispered. "Paris—that's Eric Sevareid."

"We're attempting to bring in a remote from Finland," Mr. White told the listeners in Europe. "We'll get him in first." He broke off. "What's that?" he asked sharply.

"We'll leave you time, Ed," he assured London. "Three minutes." He directed his talk to the Paris man. "Go ahead Eric—what you got?"

Eric's voice, blurred and filled with vales and depressions, said something about Christmas stuff from the Maginot Line. We caught only part of it, but Mr. White nodded as if he got every syllable. "—I can be there on another mike," Eric said. "There," we guessed, meant the Maginot Line.

Mr. Woods, a dark heavy-set man in dark suiting walked swiftly into the room from another office. He slapped a paper on Mr. White's desk.

From the Front Line

"Cable," he said. "Just came in."

Mr. White scanned it rapidly, eyes ever on the clock. It was dangerously near time for the foreign broadcast. None of this cue channel talk, of course, went over the air for general consumption. It was pure office stuff.

Mr. White spoke at the chromium capsule again; more hurriedly now, like a man chased breathless.

"I think there's only one circuit for Paris," he said. "I believe we have it reserved. I don't think they can take it. [We never did learn, incidentally, who "they" might be—some other broadcasting company, we guessed.] Not the first quarter, anyway. We'll discuss that on some other talk. I'll have to send a cable on it."

Eric Sevareid crashed through like a man talking against a howling gale.

"We'll get the interesting part from the Maginot Line," he assured Mr. White from Paris. Some of his talk flattened so it could not be understood. "—next day as far as British are concerned. BBC is going to have Gracie Fields . . .

Ed Murrow spoke again. The words seemed to be torn away as if a succession of sharp blasts had come between speaker and listeners.

"You're all . . . set . . . as far as . . . airfield is concerned, Eric?" he asked Paris.

We wondered, in the vague blue lighting on this ultra-modern office, about the men who seemed to talk against the waves and the wind; what sort of places they were in.

Mr. White said: "Larry may be able to get through for us on the French show."

Eric said: "I don't know. You'll have to send us . . . cable soon as you find out."

It was 7:15 p.m., deadline for the foreign news. Mr. White threw a switch and Eric Sevareid's voice died. Cut dead.

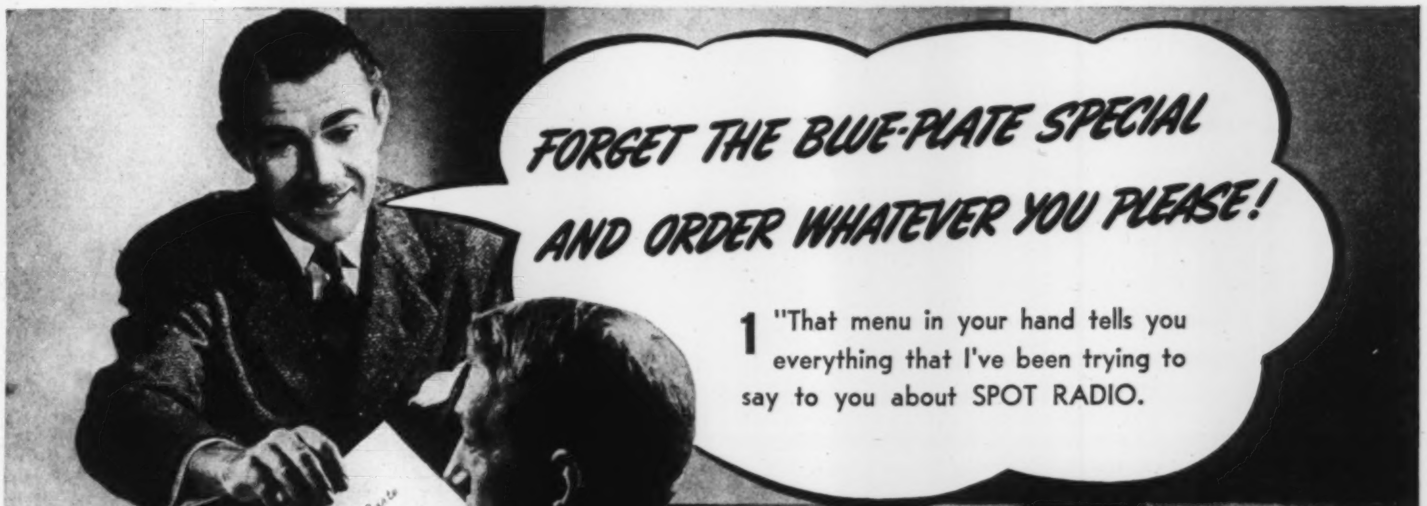
"First," said the voice of the announcer, "we take you to Finland." A brief pause. "Go ahead, Viipuri," he continued, and William L. White spoke across the sea.

We stared through the window from the seventeenth floor of the Columbia Broadcasting Building at 52d St. Christmas lights glowed in rich, cheerful color from windows all about us. Cabs crawled up the street on glistening pavement.

"—From some place in Finland," Mr. White was saying. ". . . clear Arctic night . . . frosty . . . hear the hollow booming of the guns . . ."

The broadcast was on.

SIR JOHN REITH, former director-general of the British Broadcasting Corp. and recently chairman of Imperial Airways, was appointed Minister of Information in the British war cabinet's recent shakeup.

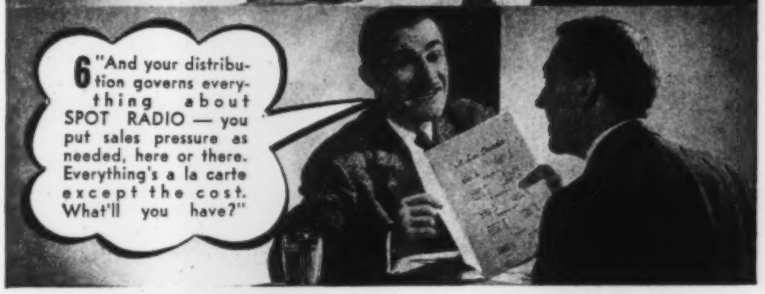

FORGET THE BLUE-PLATE SPECIAL AND ORDER WHATEVER YOU PLEASE!
1 "That menu in your hand tells you everything that I've been trying to say to you about SPOT RADIO.
A La Carte
BLUE PLATE SPECIAL

2 "Lots of people are satisfied with the Regular Luncheon, but the man who knows good food wants the privilege of making his own choice.

3 "SPOT RADIO does exactly that. It lets you buy all the stations you want—and no more.

4 "It gives you your selection of best available periods to fit the habits of people in each time-zone.

5 "It offers as much time or as little as your appetite for radio dictates—short or long programs, live or transcribed.


6 "And your distribution governs everything about SPOT RADIO — you put sales pressure as needed, here or there. Everything's a la carte except the cost. What'll you have?"

On a flock of stations or just a handful—SPOT YOUR RADIO!

Shoot the works for an old seasoned product on 50 or 150 stations with a half hour or a strip.

—or nurse along a new product in try-out territory as your distribution progresses.

Flexible—that's what SPOT RADIO is. Pick the best available time on your choice of the country's best stations. Pick announcements or news or talent programs, live or transcribed. Localize your sales appeal and fit the whole plan to suit your budget. Makes sense, doesn't it?

ON THE AIR TODAY

ANY TIME ANY LENGTH ANY WHERE

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & CO.
INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK · CHICAGO · SAN FRANCISCO
DETROIT · ST. LOUIS · LOS ANGELES

This campaign in the interests of SPOT RADIO is appearing in Time, Printers' Ink Weekly, Advertising Age and Broadcasting.

Akron's Regional Grant Reaffirmed

1 kw. Station Gets 1530 kc.; Two More Locals Granted

REAFFIRMING its decision of last May 11, authorizing a new 1,000-watt station on 1530 kc. in Akron, O., the FCC on Jan. 10 regranted the application of Summit Radio Corp. for the station, thus clearing away the obstacles to its construction. The grant had been suspended last fall after objections had been raised.

The Commission's new final order found the applicant "qualified in all respects to construct and operate a standard broadcast station of the character proposed." The grant was the first in several years in the band above 1500 kc. Under the Havana Treaty assignments on 1530 kc. are slated to shift to 1590 kc.

The station will be headed by S. Bernard Berk, Akron attorney, who also owns the city's largest wholesale and retail sporting goods firm, as president, and its stockholders include a group of local citizens. Station's call letters will be WAKR.

The Commission on Jan. 10 also authorized a new local station in Opelika, Ala., to operate with 100 watts night and 250 day on 1370 kc. It will be licensed to Opelika-Auburn Broadcasting Co., in which the principals are Yetta G. Sanford, insurance man; C. S. Shealy, cotton broker; Thomas D. Sanford Jr., attorney; J. H. Orr, auto dealer.

Rejecting the application of Patrick Henry Broadcasting Co. for a new local in the same city, the Commission on Jan. 11 granted William C. Barnes, publisher of the *Martinsville* (Va.) *Bulletin*, and Jonas Weiland, owner of WFTC, Kinston, N. C., a construction permit for a new station in that community to operate with 100 watts night and 250 day on 1420 kc. Mr. Barnes and Mr. Weiland are partners in the new station enterprise.

The Akron and two local grants were the first new station authorizations announced by the Commission so far in 1940, 55 having been granted during 1939.

Gives Up WGES Control

A DEAL whereby T. H. Guyon, Chicago chain restaurant owner, will relinquish his control of WGES, Chicago, by disposing of 10 shares of common stock to Irene M. Cowen, his sister, was reported Jan. 6 to the FCC for approval. Under the proposed new setup the stock will be divided as follows: T. H. Guyon, 15½ shares; H. J. Guyon, attorney, 10 shares; Louis E. Moulds, ballroom manager, who also owns 19% interest in WCBD, Chicago, 9½ shares; Irene M. Cowen, 10 shares; Gene T. Dyer, manager of the station, who is also interested in WSBC and WCBD, Chicago, and WEMP, Milwaukee, one-half share.

RAYMOND GRAM SWING, MBS commentator, and Elmer Davis, CBS commentator, were included in the 1939 Honor Roll of the *Nation*, liberal weekly, "for the most illuminating running analysis of Europe's tangled affairs."

UNITED DRUG Co. Toronto (Rexall drug products) renewed on Jan. 1 for one year the thrice-weekly spot announcement campaign on 39 Canadian stations from coast to coast. Account was placed by Ronalds Adv. Agency, Toronto.

WITH the new year getting away to a flying start, NBC Pacific Coast department heads gathered at a recent luncheon meeting in Hollywood to outline and discuss plans for 1940. It was a 100% turn-out. Attending (l to r, standing) were Sydney Dixon, sales manager; Wendell Williams, continuity acceptance; Paul Gale, traffic supervisor; Robert Schuetz, radio recording division; Walter Bunker, production manager; Charles Brown, sales promotion manager; William Andrews, guest relations; John Swallow, program director; Marvin Young, assistant program director. Sitting, Alfred H. Saxton, division engineer; Alex Robb, manager NBC Artists Service; Frank Dellett, division auditor; Harold J. Bock, press relations manager; Lew Frost, assistant to the vice-president; and Don E. Gilman, NBC western division vice-president.

Benny Named as Leading Radio Artist In Poll by New York World-Telegram

JACK BENNY again is the outstanding artist on the air, according to the ninth annual *New York World-Telegram* poll of radio editors, conducted by Alton Cook. The poll awards Benny a double honor, since he was chosen best comedian and his program was picked as the best program on the air. The poll marked the eighth straight year in which he received the comedian award.

Not far behind the Benny series in the list of favorite programs was *Information Please*, with Charlie McCarthy in third place, followed by Fred Allen, Bing Crosby, *Kay Kyser's College*, Bob Hope, *Lux Radio Theatre*, Orson Welles, *Toscanini Concerts*, *America's Town Meeting* and *One Man's Family*.

Increasing dominance of comedy over other forms of entertainment is reflected in the balloting, Mr. Cook says, since the first seven programs are primarily comic. Principal change in ranking of comedians is the advance of Bob Hope, who is surpassed in that category only by Jack Benny, Fred Allen and Charlie McCarthy. Hope also was fourth last year, but he made a marked gain in number of votes received.

Templeton Honored

Favorite quarter-hour program selected was the Fred Waring orchestra. *Let's Pretend* dominated children's programs. Alec Templeton was selected as the year's new star. Bill Stern passed Ted Husing in the ranking of sports commentators. Lowell Thomas was named leading commentator, with one more vote than H. V. Kaltenborn. Don Wilson was named leading studio announcer, Guy Lombardo led the orchestra vote, Frances Langford was leading popular girl singer, Bing Crosby dominated the male singers, Arturo Toscanini led symphonic conductors and Nelson Eddy was leading classical singer.

The complete vote follows:

Favorite Program—Jack Benny, 85; Information Please, 63; Charlie McCarthy, 55; Fred Allen, 36; Bing Crosby, 34; Kay Kyser's College, 29; Bob Hope, 28; Lux Radio Theater, 25; Orson Welles, 19; Toscanini Concerts, 16; America's Town Meeting, 15; One Man's Family, 13.

Comedians—Jack Benny, 143; Fred Allen, 85; Charlie McCarthy, 80; Bob Hope, 76; Fibber McGee & Molly, 25; George Burns & Gracie Allen, 20; Fanny Brice, 11; Tom Howard & George Shelton, 9; Abbott & Costello, 8; Milton Berle, 7.

Quiz Shows — Information Please, 183; Kay Keyser's College, 55; Professor Quiz, 51; Doctor I. Q., 46; What's My Name, 25; So You Think You Know Music, 19; Milton Berle's Gag Busters, 17; Ask-It Basket, 16; Pot o' Gold, 15; Vox Pop, 13.

Dramatic Shows—Lux Radio Theater, 139; Orson Welles, 85; One Man's Family, 45; Star Theater, 24; NBC Great Plays, 21; Aldrich Family (Ezra Stone), 19; Columbia Workshop, 18; Ellery Queen, 17; First Nighter, 16; Silver Theater, Edward G. Robinson and Hollywood Playhouse (tied), 13.

Quarter-hour Program—Fred Waring's Orchestra, 88; Walter Winchell, 43; Amos 'n' Andy, 40; Easy Aces, 38; Lum 'n' Abner, 26; I Love a Mystery, 18; Lowell Thomas, 17.

Children's Program—Let's Pretend, 72; Lone Ranger, 42; Little Orphan Annie, 30; American School of the Air, 24; March of Games, 19; Ireene Wicker's Singing Lady, 17.

Orchestras—Guy Lombardo, 79; Kay Kyser, 52; Andre Kostelanetz, 37; Wayne King, 30; Glenn Miller, 26; Horace Heidt, 25; Benny Goodman, 24; Eddy Duchin, 16; Fred Waring, 15; Orrin Tucker, 13; Phil Spitalny, 12; Paul Whiteman, 11.

Popular Girl Singer—Frances Langford, 89; Kate Smith, 86; Connie Boswell, 77; Virginia Simms, 29; Mildred Bailey, 24; Bea Wain, 22; Judy Garland, 20; Nan Wynn, 17; Bonnie Baker, 15; Dorothy Lamour, 13.

Popular Male Singer—Bing Crosby, 171; Kenny Baker, 98; Lanny Ross, 27; Tony Martin, 24; Dennis Day, 18; Barry Wood, 17; Frank Munn, 16; Frank Parker, 13; Buddy Clark, 13.

Symphonic Conductor—Arturo Toscanini, 174; John Barbirolli, 94; Alfred Wallenstein, 28; Frank Black, 26; Eugene Ormandy, 24; Andre Kostelanetz, 20; Erno Rapee, 19; Howard Barlow, 17; Leopold Stokowski, 12; Fritz Reiner, 9.

Classical Singer—Nelson Eddy, 86; Lawrence Tibbett, 63; Richard Crooks, 53; Lily Pons, 36; Margaret Speaks, 33; Gladys Swarthout, 26; John Charles Thomas, 25; Marian Anderson, 23; Donald Dickson, 21; Kirsten Flagstad, 20; Lucille Manners, 18; Jan Peerce, 10.

New Star—Alec Templeton, 50; Ezra Stone, 24; Glenn Miller, 12; Raymond Gram Swing, Dennis Day, Mary Martin, John Kieran, Elmer Davis and Barry Wood.

Sports Announcers—Bill Stern, 158; Ted Husing, 153; Red Barber, 35; Clem McCarthy, 24; Sam Taub, 11.

Commentators—Lowell Thomas, 51; H. V. Kaltenborn, 50; Raymond Gram Swing, 36; Walter Winchell, 33; Paul Sullivan, 18; Elmer Davis, 17; Fulton Lewis, 12.

Studio Announcers—Don Wilson, 48; Harry Von Zell, 47; Milton Cross, 33; Ken Carpenter, 29; David Ross, 16; Ben Grauer, 12; Paul Douglas, 9.

No Cooperation

WHEN Esso Marketers decided to televise New York's newest fathers in front of NBC on Jan. 5, one exasperated father of triplets, who had lost out by one day on Esso's offer of bonus savings accounts to parents of children born on New Year's Day, proceeded to wring the neck of a stork provided by the Bronx Zoo for the occasion. He lost out on $250 bank accounts for each of the triplets, born 27 minutes before midnight Dec. 31. Officials of Esso Marketers report that the total number of babies born on New Year's is not available as yet for announcement in the campaign which the company conducted on its *Esso News Reporter* programs to introduce two new gasoline products [BROADCASTING, Jan. 1].

Kellogg in Canada

KELLOGG Co. of Canada, London, Ont., (Corn Flakes and Rice Crispies) extends its *Circle K*, boys and girls discussion club, on Jan. 20 to CJOR, Vancouver, and will continue to expand across Canada. The program started on CFRB, Toronto, Dec. 2. Half the program consists of transcribed proceedings from the club headquarters at Toronto, and the other half is locally produced by boys and girls invited to the station for discussions or interviews with interesting people. The program is produced at Toronto by J. Walter Thompson Co., who also placed the account.

Davis Heads FTC

EWIN L. DAVIS, vice-chairman of the Federal Trade Commission during 1939, on Jan. 2 was elected by the Commission to serve as Chairman during the calendar year 1940, pursuant to the rotating chairmanship plan practiced by the FTC. A member of the FTC since 1933 and now serving his second term as FTC Chairman, Mr. Davis succeeded Robert E. Freer.

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

UNCLE SAM says: "SWELL!"
E
W
S
WSM MARKET

IF YOU'D LIKE TO BREAK A FEW SALES QUOTAS THIS FALL, CONSIDER THE FOLLOWING:

Domestic Commerce (published by the U. S. Department of Commerce) features these figures for the East, South Central States. Change from June, 1938 to June, 1939.

Wholesalers' Sales	**Up 9.7%**
Accounts Receivable	**Up 5.1%**
Inventories	**Down 6.1%**

Add to these the following:

Industrial Employment (8 months)	**Up 7.7%**
New Car Sales	**Up 40%**
Electrical Power Consumption	**Up 11%**
Telephone	**Up 7%**
Bank Deposits	**Up 7%**
Retail Sales	**Up 8%**

With sales *increasing*, employment up and inventories *decreasing*, the East South Central States, WSM's front yard, are ready to do a rushing business. WSM, the dominant 50,000 Watt Station in this favorable region, can carry your sales message to the people who buy, with a maximum of effectiveness and a minimum of cost. May we show you facts and figures?

WSM
NASHVILLE, TENNESSEE

National Representatives, Edward Petry & Co., Inc.

WPTF Is Granted Unlimited Hours

680 kc. Enters I-B Status; Several Hearings Ordered

WPTF, RALEIGH, NBC outlet, was authorized Jan. 9 by the FCC to change its hours of operation from limited time to unlimited time on the 680 kc. channel, thereby officially reducing the status of the frequency to a I-B, or duplicated wave pursuant to the new allocation rules. KPO, San Francisco, owned and operated by NBC, is the dominant station. The modification of license authorizes use of a directional antenna by WPTF from sunset at San Francisco. The station has pending an application for an increase in power from 5,000 to 50,000 watts.

Simultaneously, the FCC announced at its en banc meeting denial of petitions for rehearing of the Nov. 15 grant to F. W. Meyer, general manager of KLZ, Denver, of a new local station in that city. KFEL and KVOD, Denver, had petitioned for rehearing. Mr. Meyer was issued a construction permit to use 1310 kc. with 250 watts local sunset and 100 watts night in an opinion which established legal precedent, since the FCC had previously held that local stations would not be assigned to areas requiring regional facilities for metropolitan coverage [BROADCASTING Dec. 1].

Hearings Ordered

Application of WNYC, municipally-owned station in New York, for full-time operation on 810 kc. in lieu of its present daytime operation was designated for hearing by the Commission.

In connection with the application of WHDH, Boston, for full-time operation on 830 kc., clear channel on which KOA, Denver, is the dominant outlet, the FCC ordered that the hearing on Jan. 29 be held before an examiner. Previously Commissioner Norman S. Case had been designated to preside, since it would mean duplicated operation on another clear channel if granted.

New Oregon Station

AUTHORIZED for construction last Sept. 14, the new KUIN, Grants Pass, Ore., went on the air last month with Western Electric equipment and a 165-foot Bethlehem tower. Manager is John C. Baurriedel, Stanford graduate who formerly worked with KIEM, Eureka, Cal. William R. Rambo is chief engineer. Production manager is Julius Hoover. Both are also Stanford graduates. Control engineer is Edward A. Malone, formerly of KSAN, San Francisco. Station is licensed to Southern Oregon Broadcasting Co., of which A. E. Voorhies, publisher of the *Grants Pass Courier,* is 50% stockholder, with the licensee of KIEM, Eureka, owning the other 50%.

WJRD Wins Renewal

WJRD, Tuscaloosa, Ala., Jan. 10 was awarded renewal of its license along with unlimited time operation on 1200 kc. with 250 watts local sunset and 100 watts night by the FCC. The station, previously operating daytime hours only, had been cited in connection with alleged unauthorized transfer of license and purported violation of technical requirements.

VISITING in Hollywood during December, R. A. Porter, vice-president of Stack-Goble Adv. Agency, New York (seated, center), in addition to checking on the NBC *Adventures of Sherlock Holmes* series, sponsored by Grove Laboratories (Bromo Quinine), was on hand to supervise the initial West Coast origination of Horace Heidt's *Pot o' Gold* program, sponsored on 82 NBC-Red stations by Lewis-Howe Co. (Tums), which switched from New York to Hollywood Dec. 5. Both accounts are serviced by Stack-Goble. Here sits Mr. Porter, discussing the programs during a session with NBC Hollywood executives—(l to r) John Swallow, NBC Western Division program director; Sydney Dixon, sales manager, and Don E. Gilman, vice-president in charge of NBC's West Coast activities.

A DIARY OPENS THE DOOR

Sequel to Program Plot Entices Housewives To Diaries Delivered by Routemen

By FREDERIC W. ZIV

Frederic W. Ziv, Advertising
Cincinnati

THE STORY of immediate sales, of how three out of every four inquiries rang the bell, is the story of *Secret Diary,* radio serial which we had the pleasure of producing and transcribing. *Secret Diary,* designed along the lines of the proved script show technique, clicked from the start.

Mr. Ziv

Yet the success of the show is not due exclusively to this fact, but also to the fact that its merchandising plan enables the sponsor to see tangible proof of its sales effectiveness. In addition. *Secret Diary's* merchandising plan makes easy the routeman's entrance into the homes of prospects in his community.

Secret Diary was first tested in Cincinnati for French-Bauer Dairy Co. When followed up by French-Bauer deliverymen, 75% of all housewives who listened to the program made purchases of French-Bauer products.

Four-Part Success Story

The story of how *Secret Diary* accomplished this should really be divided into four parts:

The program, the diary offer, the follow-up system and the traceable results.

1. *Secret Diary* is the story of Elsa Morgan, a woman who, in a diary she has kept over a period of years, has recorded every important happening of her life.

2. In the diary Elsa Morgan records important parts of the story not immediately revealed on the air, which explain many of the actions, many of the fears and hopes of the characters in the drama. It is only natural that a listener, once familiar with the characters, should want a copy of the diary. The writing of the diary is faded out at the end of each program, leaving the most important portion unheard.

This is the merchandising twist that *sells* to women. The sponsor makes available to listeners copies of each day's diary. These are distributed weekly by his own deliverymen.

When it was announced over WKRC, Cincinnati, that copies of Elsa Morgan's diary were being made available upon request, the station was deluged with thousands of letters. The first plug—a single announcement at the close of the Tuesday program—pulled 648 requests in the first mail. And after the second day the offer had to be withdrawn, since requests had already exceeded the initial supply.

The Personal Touch

3. Instead of mailing diaries to each listener, French-Bauer deliverymen personally presented them. As the result of this first experience, Allen S. French, general manager of French-Bauer, reported that:

1. 75% of all housewives called on made at least one purchase.

2. French-Bauer drivers reported that never before had they been so welcome at any door. *Secret Diary* proved a marvelous door-opener.

Because the deliveryman came to the door to bring, free of charge, and at some inconvenience to himself, something to enhance the housewife's enjoyment of *Secret Diary* it created a new relationship between housewife and canvasser. He was doing her a favor, and she had only to listen to return the favor. Where before deliverymen in search of new customers were turned away from doors with the immediate answer that "we take from Blank dairy", French-Bauer men found themselves first making friends and later customers of an increasing number of housewives. Though his problem remained the same—to add a new customer to his route—the diary provided an entrance into the home he otherwise would not have had.

Chapter Each Week

The diaries themselves are attractively printed to carry out the idea they were actually written by hand. Each week there is a new chapter, so that each week the deliveryman has a new opportunity to call on Mrs. Jones and announce, "Here is this week's chapter of *Secret Diary.* I'm glad you like the program. I'm sure you'll like our milk."

Each chapter is presented in an individual envelope that keeps it neat and clean. Presented with the first "chapter" is a "diary" box, an attractive replica of a locked diary-case, in which each succeeding "chapter" may be placed.

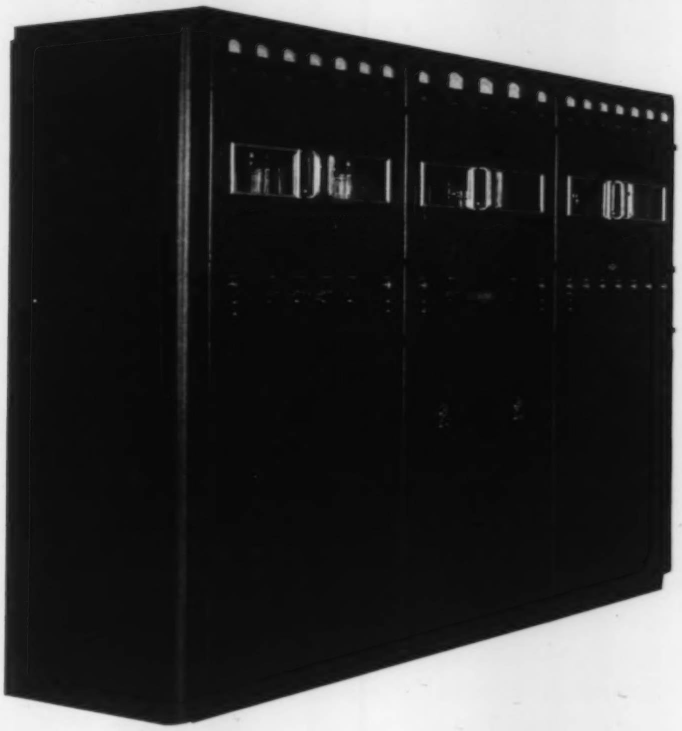
4. For his own records we furnish the sponsor with a simple manila envelope form that enables him to see at a glance the week-by-week development of his sales to a customer reached through the diary. A separate manila envelope form is furnished for each prospect. At the top is written prospect's name, address, route number. It is then turned over to the route-salesman, who enters each call and each sale he makes to that person. As a result, the sponsor knows what each inquirer bought and the exact date she became a regular customer.

Sounds complicated? It isn't. Too many house-to-house operators are today using it successfully to question its ease of operation. And since an operator in this door-to-door field will gladly pay $2 to $5 (depending on locality) for a new customer, it is worth his while to merchandise the program completely. That the plan and the program are successful is evidenced by the fact that, presented four times weekly, Tuesday through Friday, *Secret Diary* this month starts a third year on the air in Cincinnati for a satisfied client who has contracted for an additional 52 weeks.

Secret Diary is now on the air for more than 60 house-to-house operators from coast-to-coast, as well as in Australia and New Zealand. Primarily, of course, *Secret Diary* has to be good drama. As evidence of that fact, in many additional cities the program is sponsored by firms who do not use the merchandising tie-in — but merely sponsor it on the air as a fine daytime drama which appeals to women and definitely sells goods.

Coffee Firm in West

BREAKFAST CLUB COFFEE, Los Angeles, currently sponsoring the twice-weekly quarter-hour *Boulevard Interviewer* on KNX, Hollywood, and a similar man-on-the-street program on KTAR, Phoenix, starts a four-weekly 15-minute show, *The Market St. Interviewer,* on KJBS, San Francisco, Jan. 22. Contract is for 52 weeks. Firm will also continue using spot announcements on KSL, Salt Lake City. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.



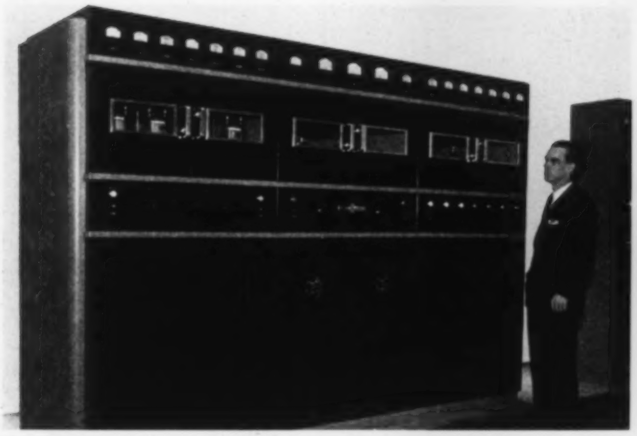
WCHS chooses COLLINS 5000 watt 21D

WCHS Charleston, key station of the West Virginia Network and affiliated with the Columbia Broadcasting System, reaches an area greater than ever before with the installation of a new Collins 21D 5000 watt transmitter. At WCHS the Collins 21D gives unequaled 5000/1000 watt high fidelity performance.

• • • • • • • • •

Have you considered the advantage of being able to continue on the air at 1000 watts in case of temporary failure in your 5000 watt transmitter? You can do that very thing with Collins 21D, which is in effect two transmitters. One is a high level Class B modulated 1 kw unit, the other a 5000 watt grid modulated unit. Instantaneous automatic changing from 5000 to 1000 watts is accomplished with simple relay switching. If you operate at reduced power during night time, the 5000 watt section is completely shut down. This saves tube life, power and permits routine cleaning and service while on the air.

• • • • • • • • •



Odes E. Robinson, Technical Supervisor of WCHS and the West Virginia Network states: "With several transmitter installations to my credit I have yet to see one which was installed with greater ease and which performs better in any respect than Collins 21D. Low tube cost, low power consumption and high fidelity makes our installation particularly outstanding."

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA : NEW YORK, N.Y.: 11 WEST 42 STREET

Midwest Venture Sells Ohio Oil Co. On Radio Power

Ten-Station Hookup Is Signed As Test Brings Surprises

THE first major venture of the Ohio Oil Co., Columbus, into chain broadcasting has been so successful that the initial NBC Blue network has been extended from 5 to 10, reaching from Fort Worth to Chicago.

Under the new set-up, the company's program, *Marathon Melodies*, originating at WLW, Cincinnati, now is fed to WSPD, Toledo; WOWO, Fort Wayne; WENR, Chicago; WGBF, Evansville; WBOW, Terre Haute; KWK, St. Louis; KTOK, Oklahoma City; KGKO, Fort Worth, and KGBX, Springfield, Mo.

Helping the Dealer

In commenting upon the success of the program, which features a music contest in which both the studio and outside audiences participate, H. R. Bristol, advertising manager of the Ohio Oil Co., said:

"First of all, *Marathon Melodies* is designed to benefit our Marathon dealers, and any program which failed to accomplish that end would be of little use to us. We feel that *Marathon Melodies* did accomplish that end, and we point to the thousands of contest cards secured from the stations of our dealers as ample proof. By inducing the public to come to our outlets we have overcome their initial sales resistance and started them well along the road to becoming regular customers. This, we believe, is of great material benefit to our dealers.

"In a dealer set-up such as we have in our marketing area, the good-will and satisfaction of the dealers themselves is of paramount importance. Giving them an outstanding radio program which they can call to the attention of their customers has made them more appreciative of our promotional efforts aimed in their direction. This appreciation, which ultimately results in cooperation, is of inestimable value. It means our dealers feel much more like going out after sales, which is the success point in any business.

"The thousands of cards we received during our first 13 weeks indicated that the name Marathon was being brought to people whom we could not reach in our customary promotional plans. Why not, we reasoned, extend the program, increase its coverage to cover our entire marketing area, and reach that many more. This we did, believing it to be a sound move.

"We are particularly pleased with the public and dealer tie-in *Marathon Melodies* provides. Due to the receipt of contest cards, we can say definitely that people are listening to our show. This is what we want, for after all, making sales is just a matter of educating people to familiarity with your product.

"*Marathon Melodies* is one of the fastest half-hour shows on the air. It has built up a tremendous following, acquainting them with Marathon Gasoline and Marathon Endurance Motor Oils.

"This is proven by the gratifying increase in sales which we have experienced since *Marathon Melodies* first went on the air, 13 weeks ago."

Agency Praise

Herbert Byer, of Byer & Bowman Adv. Agency, Columbus, which handles the account, declared the success of the program has been firmly established and that "*Marathon Melodies* is at the top among network shows."

"The sustained interest in the program, from week to week, and its ability to sell the products advertised," Mr. Byer stated, "reflect the basic success of *Marathon Melodies*." He pointed out that it offers high entertainment value without excessive program cost. The sponsor is unusual in its insistence on brief commercial announcements, he said.

In addition to the contest, the program features the music of Josef Cherniavsky's WLW orchestra and the singing of Sylvia Rhodes.

The program provides monetary awards for persons mailing in two song titles, which make a complete and sensible sentence. The awards are doubled when the entries are submitted on cards obtainable only at Marathon filling stations.

Four persons are selected at random from the studio audience to guess the correct musical answers. These, too, are given cash awards, in addition to cash awards paid Marathon dealers from whom the winners secured their entry cards for submitting titles.

The program was started Sept. 1 for a 13-week tryout on five Blue stations.

ARCH OBOLER has signed a renewal contract with NBC to continue his Saturday night dramatic programs on NBC-Red through 1940. He is currently on the West Coast, having recently joined the scenario writing staff of Metro-Goldwyn-Mayer Pictures.

RADIO AND CANDY SELL GAS

Average of 600 Bars Daily Given From New Service Stations as Result of Air Offer

By WAYNE VARNUM
KSO-KRNT, Des Moines

HUBBEL AVENUE OIL Co., of Des Moines recently tested the pulling power of radio in a way that left a sweet taste in the mouths of consumer, sponsor and time salesman alike.

Mr. Varnum

To introduce to the public three newly-opened service stations, Hubbel decided to give a free five-cent candy bar to every person in every car that was driven into one of the stations for gasoline. No matter how little gasoline was purchased, every person in the car was entitled to his free candy bar, but a definite purchase of gasoline was required.

News and Candy

The 12:30 news on KSO, handled with commercials by Wayne Ackley, was selected to carry the introductory offer to Des Moines automobile owners—first, because news has a general audience appeal; second, because it was an established KSO service feature broadcast at a time when both children and parents could hear; third, because it was on KSO, Des Moines' oldest radio station.

One week's schedule of six broadcasts was devoted to each of the three new stations. No other advertising was used to promote the offer.

From the first broadcast, new customers drove into one Colonial Service Station for gasoline and their free candy bars. During the three week test an average of 600 candy bars a day were given away at each station. Station managers reported that three persons seemed to be the average number of persons in each car and purchases of less than five gallons were rare.

C. C. Brooks Jr., secretary of the Hubbel company, who in one year built this organization from its original financing to the active management of more than 40 service stations in the Central Iowa market, says, "All three station managers report excellent results for the offer. We gave away approximately 25 boxes of candy bars a day—24 bars to a box—at each of the three outlets.

"All three stations increased their gallonage appreciably and have been able to maintain the increases since the offer was made".

Merchandising Angles

At the same time the customer purchased his gasoline, he was given, in addition to enough free candy bars to go around, a premium booklet and the number of trading stamps his purchase entitled him. By filling the booklet with $20 worth of trading stamps, the customer is entitled to a free prize, such as a wash job, oil change, complete lubrication job, etc., whatever is named under a sealed stamp on his booklet.

This scheme helped make steady customers out of those who might have been occasional. Each station had its individual color for the trading stamps.

The commercial copy on the show was written to appeal not only to the children with the candy offer, but to sell "Daddy" on the merits of Colonial Gas as well. Here is a sample announcement:

> Everybody loves candy—especially boys and girls. So listen carefully, because I'm going to tell you how to get free candy bars every time Daddy buys gasoline! The Colonial Service Station, 2d and Sheridan, is giving free five-cent candy bars to everyone in the car, when the driver makes a purchase. So tell Daddy to buy his gasoline and oil at the Colonial Service Station. He'll like their low prices on high-quality gas and oil products—and you'll like the free candy bars. Regular gasoline, 73 octane, is only 9.9c a gallon, plus tax. 80 Octane Ethyl gasoline is only 10.9c a gallon, plus tax. And they're the equal of any gasoline on the market—at remarkably low prices. So bring your brothers and sisters along when Daddy buys gasoline at the Colonial Service Station—you'll all get free candy bars. Daddy will get one too. What's more, he'll get a high quality gasoline at a price that will be sure to please him. Remember the location: The Colonial Service, 2nd and Sheridan. Stop in today.

SOME of radio's best huntsmen got in some of their best outdooring this fall during a Michigan deer hunt on the property of M. R. Mitchell, chief engineer of WJR, Detroit. The top pair—Jim Cosman, of Federal Telegraph (left), and P. M. Thomas, secretary-treasurer of WJR, Detroit—were snapped while hot on a trail through Michigan timber. Below are three other members of the party, each with a buck bagged during the first two days' hunting—(l to r) Jim Beloungy, engineer of WBT, Charlotte, N. C.; Bill Shadel, associate editor *The American Rifleman;* and Eric Howlett, WJR script writer. The Cosman-Thomas shot was used as a full-page cover photo for the January *American Rifleman.*

Lotion in Mountain

CHAMBERLAIN LABORATORIES, Des Moines (hand lotion), a consistent user of radio time, on Jan. 7 started for 26 weeks, a weekly half-hour musical program, *Lovely Lady*, on 11 NBC-Mountain Red stations, Sunday, 5-5:30 p.m. (MST). The studio audience program originates from KOA, Denver, and features a 15-piece orchestra directed by Milton Shrednik, with Lester Harding, baritone, as vocalist. Clarence C. Moore, KOA program director, produces the series. Dr. L. H. Chamberlain, president of Chamberlain Laboratories and other executives of that firm, with E. G. Naeckel and W. J. Henderson, executives of L. W. Ramsey Co., Davenport, Ia., agency servicing the account, were in Denver for the opening broadcast.

Thom McAn Placing

MELVILLE SHOE Corp., Boston (Thom McAn shoes), on Jan. 17 will start Ray Barrett's *Shoppers' Special*, a ten-minute six-weekly musical clock program on WDRC, Hartford. On Jan. 1 the company renewed its *Musical Clocker* program on KYW, Philadelphia, as well as the quarter-hour six-weekly news programs on WABC, WEAN, WNAC, WWJ and WBBM. Neff-Rogow, New York, is agency.

KTSW, Emporia, Kan., joined MBS on Dec. 25 as its 126th affiliate. Station operates on 1370 kc. with 250 watts power.

W H A S

Power
where it counts

50,000 WATTS
AT **820** ON THE DIAL

SELLING A

2¼-BILLION-DOLLAR MARKET

BASIC CBS OUTLET • NATIONALLY
REPRESENTED BY EDWARD PETRY & CO.

OWNED AND OPERATED BY

The Courier-Journal
THE LOUISVILLE TIMES

Canadian ASCAP Is Refused Boost

Same Rate Per Set Fixed by Copyright Appeal Board

By JAMES MONTAGNES

CANADIAN stations will pay $98,879.10 to the Canadian Performing Rights Society (Canadian ASCAP) in 1940 according to a decision of the Copyright Appeal Board made at Ottawa and published officially in the *Canada Gazette.* The fees are based on the rate set in 1935 by the Board, appointed for that purpose by the Department of State, and are figured on a basis of 8 cents per licensed receiver as at March 31, 1939, end of the last Government fiscal year. The CPRS in its assessments for 1940 had asked 14 cents per set [BROADCASTING, Dec. 15, 1939].

The amount includes $1,000 to be distributed among stations for commercial receivers in hotels, restaurants, etc., to use copyright music broadcast by Canadian stations. CPRS had asked for this purpose a fee of $16,800 based on $7 per commercial receiver. For 1939 CPRS had asked a rate of $10 for each commercial receiver, making a fee of $36,370, which the Copyright Appeal Board had cut to $1,000, and which had been paid by the broadcasters under protest as they did not feel that the CPRS had a right to collect this fee from broadcasters under the present Copyright Act.

More Receivers Licensed

Last year's fee was $89,336.43, including the $1,000 for commercial receivers based on 1,104,207 licensed receivers. This year's added $9,543 takes care of the increase in licensed receivers which numbered 1,223,502 at March 31, 1939. Broken down by provinces from Atlantic to Pacific, 3 stations in Prince Edward Island pay $140.61 for 5,209 receivers; 4 Nova Scotia stations pay $3,633.22 for 51,622 receivers; 3 New Brunswick stations pay $941.36 for 35,050 receivers; 17 Quebec stations pay $33,459.54 for 295,920 receivers; 26 Ontario stations pay $37,532.83 for 497,858 licensed receivers; 4 Manitoba stations pay $5,821.74 for 79,293 receivers; 7 Saskatchewan stations pay $3,841.64 for 63,625 receivers; 7 Alberta stations pay $5,473.10 for 88,357 receivers; and 13 British Columbia stations $7,035.06 for 106,169 licensed receivers.

Largest fee paid by any station is that of CBL, Toronto, assessed at $11,263.10. Second largest is paid by CBF, Montreal, with $9,083.70. Third highest is CFRB, Toronto, $9,010. CKAC and CBM, Montreal stations, are each assessed $7,266.70. Radio sets on which the fee is based for Toronto number 234,593; for Montreal 206,400. The fee, based on a schedule according to power and coverage of each station, was worked out by the Canadian Association of Broadcasters, the Canadian Broadcasting Corp. and the CPRS. Stations paying more than $40 a year can make their payments in quarterly instalments, while for delinquent payments a 10 per cent penalty is set by the Copyright Appeal Board.

CADLE TABERNACLE, Indianapolis, is said to have its nonsectarian disc talks on 104 stations throughout the country.

WELCOME
TO DETROIT
WJR
THE GOOD WILL STATION
50,000 WATTS
MICHIGAN'S GREATEST ADVERTISING MEDIUM
COLUMBIA CBS NETWORK

THIS neon flasher sign greets all travelers at Detroit Municipal Airport. It is a companion display to another board WJR has maintained opposite the New York Central station in Detroit for several years. Contract is for three years on this sign, with a new coat of paint thrice annually.

Guestitorial

WRITING COMMERCIALS THAT CLICK

By MILTON C. HILL

Commercial Continuity Editor
WHK-WCLE, Cleveland

A LOT has been said about radio commercials and many complaints have been lodged against them. But to date little has been done by the radio industry to provide the commercial radio writer with a guide to good practice in this profession.

Admittedly, it is not advisable to adopt standards to govern the creation of commercial continuities by station and agency copywriters, because this would result in drab, stereotyped forms with no selling punch. What, then, aside from shortening our commercials and observing the new NAB code regulations, can we do to overcome public objection to them? How can we do this and at the same time increase their effectiveness? If we can answer these two questions, we have the solution to one of the radio industry's major problems.

After reading thousands of radio commercials, and after a thorough, painstaking study of the public's reaction to them, the writer has formulated a commercial "code", or set of commandments. These have been carefully followed in the preparation of WHK-WCLE continuity, with gratifying results, and are here recommended enthusiastically to anyone who feels that some basic set of rules should be followed by copywriters:

Use Logic. Make a statement and build your commercial around it in a convincing manner. Take it for granted that listeners, even though they may be of low mentality know intuitively whether what you are saying is true or just so much ballyhoo. For instance:

> Comfort is the keynote of smart dressing in the summertime. You men will enjoy life a lot more this summer in a BLANK TAILORS tropical worsted suit. Get ready for those torrid days ahead! . . .
>
> When you buy where your business is appreciated, you get better service. That's why it's smart to buy your clothes at Blank Tailors. You're not hurried from one petty detail to another—you're not subjected to high-pressure sales talks. . . .

Adapt the Commercial. Make it fit the program or the product. If the program features march music, make the commercials spirited and full of pep; if the program consists of hymns, make your copy meditative and philosophical. Give it just the right slant. Examples:

> MARCHING ON—with the Eilert Brewing Company! Here comes the band with a favorite transcribed march! Get into the parade—increase your pep, renew your energy with some of that fine Eilert's Old German Beer. Eilert's Old German is the beer for *live* appetites . . . it makes the plainest of meals delicious and satisfying! Can you imagine a glass of Eilert's rich, flavorful Old German brew with a braised sirloin steak and all the trimmin's? It's marvelous! But, why imagine it—taste Eilert's Old German beer—have it with your meals—see how it makes every food doubly delicious! . . .
>
> The Sunday Hour is brought to you by the Jones Brothers Funeral Home. The peaceful, homelike atmosphere of the Jones Brothers Home is comforting to those who need solace in times of deep sorrow. Here they have the satisfaction and consolation of knowing that the services for dear, departed ones will be unfaltering, and appropriate. Here there are complete facilities for the conduct of services for families in all walks of life . . . facilities to meet your individual requirements. Under the direction of Jones Brothers Funeral Home, a funeral becomes a cherished, priceless memory. . . .

Avoid Obvious Falsehoods. One of the surest ways to reduce the value of your commercial to the zero level is to make "tall" statements, such as might be made by a carnival hawker. These sentences, which even a child may recognize as falsehoods, have a decidedly negative effect. The listener reaction to them is either indifference, contempt, or general disbelief, as expressed in the "Oh yeah?" attitude. Examples:

> You have never seen a finer refrigerator. . . .
>
> You'll enjoy the flavor of this coffee more than any you've ever tried. . . .

Concentrate On One Product. By trying to sell a lot of things or ideas in one commercial, you may sell none of them. By plugging one consistently, you can do a lot of good. Emphasize the desirability of your product, and repeat its name clearly and simply. Avoid too much repetition and too many disconnected ideas. Coin phrases that stick in the mind, and develop new sales arguments.

Avoid Overworn Phrases. A good way to kill the effect of any continuity is to use words and phrases which have become hackneyed and trite. They are easily recognizable, but many writers put them in their continuity unconsciously. Examples:

> Remember. . . .
>
> Here's important news!
>
> This offer is good for a limited time only. . . .
>
> The supply is limited, so get yours now. . . .
>
> Take advantage of this bargain.
>
> A sale like this comes only once in a lifetime. . . .

Maintain the Proper Attitude. Never beg the listener to do or buy anything. To sell in a radio commercial, one must show the listener why buying would be to his advantage. A request that he buy "as a favor" or merely "as a trial" sounds woefully weak. In other words, don't say "please get one" or "won't you buy this"—say positively, "get one", or words to that effect. Tell the audience *what* to buy, *where* to buy it, and *why*, but never *when*. A quick, sure way to irritate many listeners is to say "buy it this afternoon" or "get one today". Some, however, don't notice or object to the time element. It is a point of contention, and many sponsors demand it in their copy, although it seems desirable to eliminate it.

Remember the Mixed Audience. When writing a commercial for a product used exclusively by women, address it to the women or bring that fact out early in the continuity. Do the same for men or children or other consumer classifications. Imagine men, women, and children listening to your advertisement, write it accordingly, and you can't go wrong.

Make It Easily Understandable. Use common, everyday language, avoiding long words, and technical or foreign words. The shorter the trade name, the easier it is to remember. Spell it out *only* when the audience cannot get the spelling by hearing the word pronounced. If the audience is requested to write to the program, make the address just as short and simple as possible. Examples:

> Write to Jones Brothers, Station WCLE, Cleveland. . . .
>
> Ask for DE-SHON'S cold tablets, spelled D-E-T-C-H-O-N'S, at your druggist's. . . .

This is by no means a *complete* list of rules which might be followed. There are hundreds of instances constantly arising in the average writer's life which call for particular study and attention. But this has proved in actual practice to be a good, basic code for a commercial writer.

Few will deny there is need for such a code. As long as business buys radio time, there will be room for scientific radio advertising. The technique of commercial writing must be studied and deliberate, rather than hit-and-miss. When all of us in the industry realize this, and take collective action to bring it about, we shall undoubtedly profit immeasurably.

RIDIN' HIGH

with the Nation-wide Radio Audience!

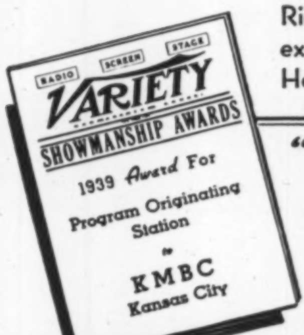
the TEXAS RANGERS of KMBC-CBS-HOLLYWOOD

ONE OF THE MOST VERSATILE MUSICAL-DRAMATIC ACTS IN RADIO—featuring more than 20 instruments...8 cracker-jack entertainers...novelties galore...all original arrangements! This act can sell!

MORE THAN TWO YEARS ON THE COAST-TO-COAST COLUMBIA NETWORK—Texas Rangers—"Night Time On The Trail"—"Under Western Skies."

THREE 1939 MOVIES NOW SHOWING THROUGHOUT THE COUNTRY: "Colorado Sunset" with Gene Autry for Republic; "Oklahoma Frontier" with Johnny Mack Brown for Universal; "Chip of the Flying U" with Johnny Mack Brown for Universal.

Ridin' high, and rarin' to go, for an alert advertiser who will add the magic touch of exploitation and set himself for the Big Payoff. Available—right now—network from Hollywood, Kansas City, Chicago, New York; or transcriptions.


RADIO SCREEN STAGE
VARIETY
SHOWMANSHIP AWARDS
1939 Award For
Program Originating
Station
to
KMBC
Kansas City

"Believe award will appeal to trade generally as obviously fully justified"
"Bob" Landry

CAROLINE ELLIS—Author-Star of "Caroline's Golden Store" on CBS for General Mills Gold Medal Flour; FRAN HEYSER—KMBC producer in charge of "Caroline's Golden Store"; available for other productions in Chicago; MARGARET AND GORDON MUNRO, "Across The Breakfast Table" early morning chuckle makers who have stolen the hearts of the Kansas City audience; BRUSH CREEK FOLLIES—KMBC's big barn dance show originated to CBS from Kansas City Saturday afternoons; PHENOMENON, "Electrifying History"—world's most romantic adventure story, load-builder for power and light industry transcribed in 65 exciting episodes; LIFE ON RED HORSE RANCH—Adventure-packed dramatic-musical featuring The Texas Rangers; 65 episodes a sure bet for the all-family audience. These and other Arthur B. Church Productions—developed at KMBC—have done outstanding jobs for national advertisers. Variety's award proves we know how it's done!

Call one of these offices for an audition—you'll hear something, brother!

COLUMBIA ARTISTS, Inc.
485 Madison Ave.
Wickersham 2-2000
New York City

GEORGE E. HALLEY
400 Deming Place
Diversey 4400
Chicago

ARTHUR B. CHURCH
KMBC—Pickwick Hotel
Harrison 2650
Kansas City, Mo.

Columbia Management, Inc.
Columbia Square
Hollywood 2484
Hollywood, Calif.

HARRY SINGER
Personal Manager
The Texas Rangers
CBS—Columbia Square
Hollywood

KMBC's POWER GOES UP ★ 5,000 WATTS NIGHT ★ ABOUT FEBRUARY 10th

BECAUSE too many publicity breaks on commercial programs have gone uncredited, WCCO, Minneapolis, has evolved an extensive system of tipping off agencies on newspaper publicity obtained, courtesy announcements and such. Weekly memos from the sales promotion, publicity, continuity and program departments are cleared through the sales department, which sends special weekly letters to all agencies whose programs receive publicity.

The material includes all information on courtesy announcements, tear sheets of WCCO's two-column ads in the *Minneapolis Star-Journal* and other publicity in local and out-state papers, as well as plugs in Florence Lehmann's thrice-weekly *Airliners* program, and on *Offer Index*, weekly quarter-hour dramatizing all offers and contests on WCCO programs.

* * *

Trailer Promotion

A TRAILER on the screen of the Golden Gate Theater, San Francisco, where the movie version of *Information Please* recently played, called attention to the fact that the program is but one of many fine programs heard over KGO. In addition, lobby cards and displays publicized both *Information Please* and KGO. The station in turn gave periodic announcements over the air directing listeners to the movie adaptation showing at the Golden Gate.

* * *

Glass for Tube

CHAS. H. PHILLIPS CHEMICAL Co., on Feb. 9 will start a free offer of one Libbey Safedge glass with each purchase of a 25c tube of milk of magnesia dental cream to listeners of three of its network programs, *Stella Dallas*, *Lorenzo Jones*, and *Waltz Time*, all on NBC-Red. Thompson-Koch Co., Cincinnati, and Blackett - Sample - Hummert, New York, are the agencies in charge.

* * *

Peeler for Boxtops

A PEELER for vegetables and fruits and for shredding and slicing is offered listeners to *Linda's First Love* by the Albers Brothers Milling Co., sponsors on KPO, San Francisco The peeler is given in return for tops from one large or two small packages of Albers Carnation Oats.

Merchandising & Promotion

Ivory's Biggest Yet—Ringer—Pacific Legerdemain—
Laughing Girls—Cartons of Value

Largest Ivory Contest

PROCTER & GAMBLE Co., Cincinnati, through Compton Adv., New York, on Jan. 21 will start a series of six-weekly contests on four of its network radio programs, the largest contest for Ivory soap the company has yet conducted. Programs will be *The O'Neills*, *The Story of Mary Marlin*, *Against the Storm* on NBC-Red, and *Life Can Be Beautiful* on CBS and a split NBC network, also *The Gospel Singer* and *Life Can Be Beautiful* via electrical transcription on various local stations.

Each entrant must complete in 25 words or less the sentence "I like Ivory Soap because . . .", accompanying each entry with a wrapper from one large size and one medium size bar of Ivory soap. For each of the six weeks of the contest there will be the following prizes: Ten first prizes of new 1940 Buick special 4-door sedans, each with 1,000 gallons of Fire Chief Gasoline, plus a $50 credit ticket for accessories, or service, and 100 second prizes of $10 in cash.

* * *

Cincinnati Souvenir

TWELVE-page souvenir booklet for distribution to studio visitors has been published by WCKY, Cincinnati. The lithographed pamphlet, predominantly pictorial, describes studio and transmitter facilities, introduces station personnel and local and network stars, and lists highlights of the program schedule, along with a history of the station. Back page provides space for autographs of station personalities.

* * *

Sales Bell

CHROME-PLATED hand bell with green plastic handle was sent out during the New Year season by WIBW, Topeka, Kan., as a combination holiday greeting and business promoter. Box containing the bell also carries a business message built around the theme, "Ring the sales bell good and loud in 1940", and a business reply card.

Coast Magic

THRIFTY CUT RATE Drug Stores, Los Angeles (chain), on Jan. 15 starts a weekly quarter-hour transcribed program, *This Is Magic*, on KHJ, that city and KNX, Hollywood. In addition the firm will continue using spot announcements on those stations as well as on KFI and KECA. The transcribed series reveals famous magical tricks and features Major Cedric Talisman as commentator. Free instruction sheets of tricks as explained on the program, will be sent listeners upon request. Other promotion, as part of an extensive campaign planned, will include window and store displays, counter cards and mention of the program in all newspaper advertising.

* * *

Lone Star Smiles

CONTEST among Texas high schools and colleges to elect two "Smile Girls of 1940" is being sponsored by Interstate Cotton Oil & Refining Co., as a tie-in with its thrice-weekly *Mrs. Tucker's Smile* program on WFAA, Dallas. Two all-expense trips to New York or two $150 lump sums are offered the winners. The sponsor already has enlisted the aid of many school annuals, yearbooks, and papers in the contest. Final winners, adjudged the best smilers, will be selected by sponsor judges after individual schools each have chosen one representative from preliminary elimination contests.

* * *

$5 Per Carton

NEW feature of the *Early Bird* program sponsored by Interstate Cotton Oil & Refining Co., Dallas, for Meadolake Margarine, is the "Meadolake Money Mint". A sponsor's representative calls on one housewife in the company's trade territory each day, Monday through Friday. If she has a carton of the product in the house, she is given $5, with $1 going to the retail grocer who sold it to her. When a residence has no Meadolake carton, the prize is doubled the following day.

* * *

'Gang Busters' Anniversary

WEEKLY program *Gang Busters*, sponsored on CBS by the Colgate-Palmolive-Peet Co., on Jan. 6 celebrated its fourth anniversary on the network. Until last year the program was heard on behalf of Palmolive Shave Cream and Brushless Shave, but is now presented for Cue liquid dentrifice. Benton & Bowles, N. Y., is agency.

Campbell's
Campbell's
TURTLE SOUP
CHICKEN SOUP
KNX

A JOINT promotion by Campbell Soup Co. and CBS Hollywood is the above "traveling" store display in an Atlantic & Pacific Co. Los Angeles market. This display, which is being exhibited for a two-week period in each of the A & P markets in the Southern California area, ties in with three of the four Campbell Soup Co. sponsored programs heard over KNX, the CBS Hollywood station. Elsewhere in each store, is a smaller display calling attention to the five-weekly quarter-hour CBS serial, *Brenda Curtis*.

Insurance Plan

CLOSE upon the annual 10% Christmas bonus to the staffs of WGAR, Cleveland, and WJR, Detroit, came the announcement by Managers John Patt and Leo Fitzpatrick of a group insurance plan for the 150 fulltime employes of the two stations. Each employe is provided with a $5,000 life insurance policy, hospitalization and doctor's fees up to $150. The entire cost of the plan is assumed by the stations.

DIAL 1370
WBLK
ESSO REPORTER
N. B. C. RED AND BLUE NETWORK

STRATEGIC entrances to Clarksburg, W. Va., present displays installed by WBLK to promote the station and the *Esso Reporter* news broadcasts.

BROCHURES

WCLS, Joliet, Ill.—Pictures of new equipment, descriptions of programs.

WGST, Atlanta—Pocket-size pamphlet carrying on separate pages testimonials of various local users of WGST time, illustrated with drawings of the various business building fronts of sponsor-firms.

WOAI, San Antonio—Pamphlet presenting statistics on a recent Ross-Federal listening survey in San Antonio, titled "a twice-told tale, a sequel to 'a tale of two cities' ", and similar to the first brochure of similar nature published previously.

NBC—Glossy black folder with cover illustration of top hat, stick and white gloves, titled "The World's Most Glamorous Performance," covering the Metropolitan Opera broadcasts on NBC-Blue each Saturday afternoon.

Red Cross Favors Radio As Educational Medium

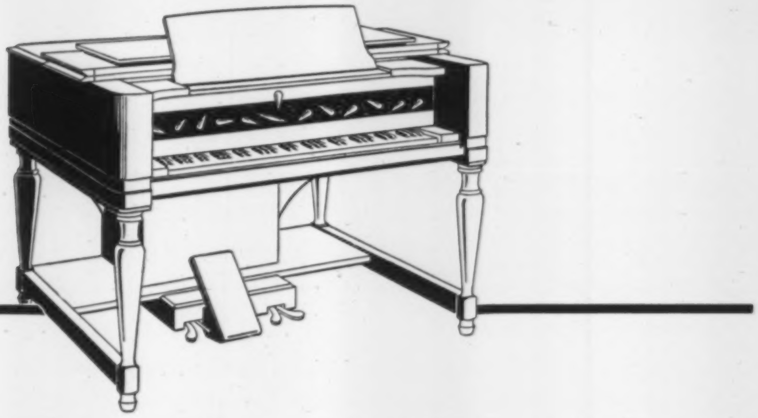
YEAR-ROUND broadcast campaigns are urged by national headquarters in Washington for the 400 American Red Cross chapters in the United States in communities with radio stations. In a special radio bulletin, dated Jan. 2, 1940, and sent these 400 chapters, the headquarters organization points to radio as "one of the best means for keeping the importance and value of Red Cross service in the minds and emotions of the people in your chapter territory—it is direct, personal, immediate in effect".

The special bulletin, in addition to recommending complete cooperation with stations in order to secure a professional radio production of Red Cross programs, suggests the appointment of local radio chairmen, who are to work closely with the individual chapter boards and committee chairmen as well as the station. Beside undertaking a series of special Red Cross programs, complete in themselves, the bulletin recommended that chapters contact local radio advertisers to secure Red Cross mentions during regular commercial programs.

Along with the special bulletin was sent a copy of the third edition of the Red Cross Radio Script Exchange Catalog, containing 81 tested radio scripts, including 16 new additions, any of which are available to individual chapters for local production.

Texas Map

LATEST promotion piece from KFRO, Longview, Tex., is a 14 x 17 inch map showing the counties and county seats. This map will be used as a base map for listener surveys and mail response. Station is currently sending out maps to agencies for their files.



"...it has caught on with a bang"

says Milton Charles, WBBM
CBS Western Key Station

Everywhere the Novachord is "Catching on with a Bang"... because it's the Newest, Most Versatile and Most Amazing of Musical Instruments!

New audience appeal! New versatility for the radio pianist or organist!

You'll hear this kind of enthusiasm from everywhere... about the new Hammond Novachord! For this amazing instrument is almost magic in the way it captures the imagination of the radio artist... enlivens the showmanship of the station, agency and advertiser... and reaches out to the audience with a new musical thrill!

Just imagine this: You play the Novachord as you would a piano — on a conventional keyboard — and you produce beautifully clear piano-like tones! Then, with a simple turn of the tone selectors, you add musical effects of violin, trumpet, 'cello, flute, and dozens of others!

Give your program-building the appeal offered by the Hammond Novachord. Hear and try it — as the quick, certain solution to your next program problem.

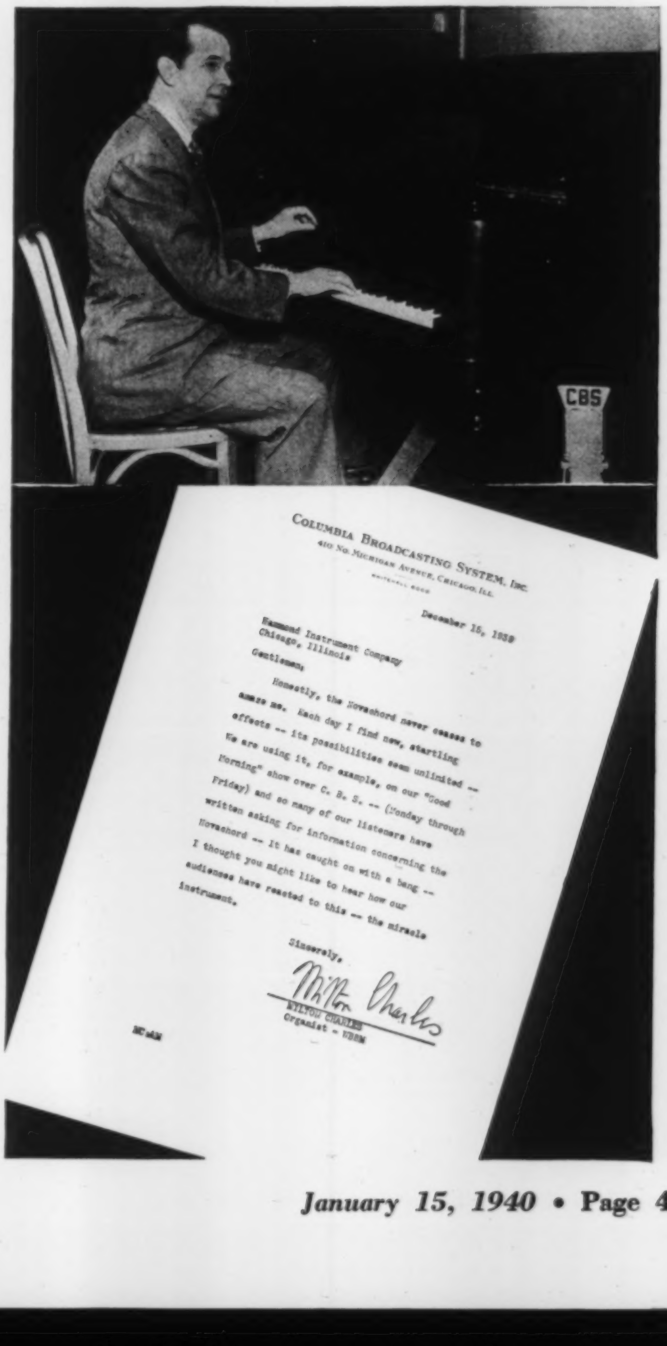
Hear the Novachord at your local Hammond dealer's. Or, for more information about the Novachord on *your* radio program, write or wire: Hammond Instrument Co., 2989 N. Western Ave., Chicago. Hammond Organ Studios — *in New York*: 50 W. 57th St.; *and in Los Angeles*: 3328 Wilshire Blvd.

Turn the tone selectors, as you play! Let the Novachord add musical effects of French horn, clarinet, 'cello — and dozens of others!

The NEW idea in music—by the makers of the Hammond Organ!

See..Hear..Play THE HAMMOND Novachord

at the HAMMOND ORGAN STUDIOS in the Hammond Building, 50 West 57th St., New York



COLUMBIA BROADCASTING SYSTEM, INC.
410 NO. MICHIGAN AVENUE, CHICAGO, ILL.

December 15, 1939

Hammond Instrument Company
Chicago, Illinois

Gentlemen;

Honestly, the Novachord never ceases to amaze me. Each day I find new, startling effects -- its possibilities seem unlimited -- We are using it, for example, on our "Good Morning" show over C. B. S. -- (Monday through Friday) and so many of our listeners have written asking for information concerning the Novachord -- It has caught on with a bang -- I thought you might like to hear how our audiences have reacted to this -- the miracle instrument.

Sincerely,

Milton Charles
MILTON CHARLES
Organist - WBBM

MC:AM

TOPS
IN PO
IN PR

FIFTY GRAND *in Watts...*

S

OWER...
ROGRAMS...

L. B. Wilson

WCKY

ts... **COLUMBIA** *Programs*

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and
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OUR PLATFORM

Keep American radio free as the press.

Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.

Build programs to provide the greatest good for the greatest number.

Avoid political partisanship on the air.

Install radios in every home, classroom, office, automobile, passenger train and airplane.

Keep pace with technical developments and foster their commercial applications.

AFM Strike-Out

A NATIONAL calamity for radio—and the public—apparently has been averted. There will be no strike of union musicians, it appears. After a two-year seige of decidedly questionable legal status, the onerous National Plan of Settlement with AFM expires under its own terms, Jan. 17, thanks to clear-thinking and fast footwork by a group of top-flight broadcasters.

What transpired in the inner councils; what prompted AFM suddenly to capitulate, after an arrogant, indefensible demand for doubled subsidies, is beside the point. The facts are that the untenable provisions of the plan foisted on broadcasters two years ago will be no more as of Jan. 17. But is the armistice permanent? Will AFM, prodded by such ambitious agitators as Jimmy Petrillo, be willing to let peace reign?

We think not! Broadcasters should not lull themselves into any feeling of a musicians' Shangri La. The locals, by and large, would be satisfied. But not that arbitrary, self-serving international board, as presently composed. The idea of forced hiring of useless, and in many instances positively incompetent labor, is not only outrageous but probably illegal, in the light of the recent observations of the Department of Justice in parallel labor situations.

What's the next move? Many stations would be justified in booting out incompetent musicians summarily. But that should not happen. The present level of employment of musicians should be maintained voluntarily, except in those extreme cases. Wherever possible, stations should cooperate with their locals, discuss conditions frankly and reasonably, and arbitrate such issues locally. If there is a drastic, wholesale, nationwide let-out, AFM will boomerang. On the other hand, if stations voluntarily continue staff orchestras, except in those instances where the burden is positively unbearable, logic and reason will be on the side of the broadcasters in the inevitable future deliberations. Broadcasters can prove that they can deal with their individual locals amicably and to the mutual benefit of public, musician and station alike.

No single group should attempt to take advantage of the situation. There should be no crowing about a victory one way or the other. Networks can be expected to find a basis by which their stabilization fund contributions to affiliates least able to bear the staff music burden are continued. Judicious application of the AFM settlement can be the foundation stone of new industry cooperation on all fronts.

The plaudits of the industry are due the broadcasters — Scripps, Rosenbaum, Morency, Shepard, Ethridge, Pulliam, the networks and others—for an all-industry job well executed.

Henry Bellows

THE UNTIMELY passing of Henry Adams Bellows at the age of 54 deprives radio of one of its true pioneers and probably its finest academic mind. Harry Bellows came to Washington in 1927 as one of the original five members of the old Federal Radio Commission. From 1930 to 1934 he was a vice-president of CBS. After leaving that company he became director of public relations for General Mills Inc., returning to Minneapolis and there helping direct that company's large advertising activities.

He knew radio intimately—as manager of WCCO, Minneapolis, when it was owned by the Washburn-Crosby Mills, as a Federal regulator, as a network executive, as an active NAB committeeman and then as an aide in the placements of one of radio's biggest accounts. It was he who coined the phrase "electrical transcriptions" when recorded broadcasts were first eyed askance. It was he who foresaw and warned Congress against many of radio's needless restrictions. Scion of a great colonial New England family, he brought to his several fields of endeavor a mind observant and penetrating, trained in the higher reaches of the academic world and recognized with degrees and teaching posts at Harvard. His loss is keenly felt by his countless friends in and out of the radio industry.

Reunion of Havana

THE BIGGEST development in contemporary radio since 1928 occurred the other day, when Mexico ratified the Havana Treaty. Action came when hope had been all but despaired of, and when other nations on the Continent had resigned themselves to a continued state of siege in the ether. Instead, overnight, a radio peace was decreed—one that will end the operation of outlaw stations on our waves and at the same time bring about allocation standards that will be observed alike by all nations on the Continent.

American broadcasters are only too familiar with the operations of the notorious border stations which, under the treaty terms, pass into oblivion. They may have to content themselves with local or regional assignments which will hardly do the same job as their superpower transmitters beamed to serve listeners in this country. Unless there is a hitch—and none appears likely—the bombardment of these stations soon will end forever.

Unknown to most broadcasters is the fact that credit for Mexico's sudden acquiescence, after a two-year delay, goes to Emilio Azcarraga, owner of XEW, Mexico City, and president of the Mexican Broadcasters Association. Twice before the Mexican Senate had refused to ratify the treaty, largely because of the opposition of border station operators. Then, on the very day Mexico's Congress adjourned, ratification came. Senor Azcarraga had not given up. He simply asked that certain Mexican stations, in the interior of the country and serving Mexican nationals, be protected as clear channels. He came through.

Two years ago, when the North American Conference devised the treaty provisions at Havana, broadcast observers returned singing the praises of Commissioner T. A. M. Craven, delegation chairman. He and his chief technical advisor, Andrew D. Ring, assistant chief engineer of the FCC, and other delegates, were lauded in highest terms for their remarkable resourcefulness and diplomacy.

Their admirable work appeared to have been in vain when Mexico, yielding to the border station barons, twice snubbed the treaty. Now, thanks to the zeal of patriotic Mexican broadcasters, and to Senor Azcarraga in particular, the full benefits of the treaty can be realized. A new era in continental radio is about to dawn.

Music Dividends

TAKE a squint at the calendar. There are only about 350 *music* shopping days till ASCAP contracts expire. From now on there will be plenty of smoke. ASCAP's propaganda machine has been functioning, even to the point of lectures before Lion's Clubs, deprecating radio. But the zero hour has arrived with the opening of Congress. The big propaganda putsch is about to begin, unless we miss our guess.

The broadcasting industry has gone on record in favor of creation of it own music supply. Broadcast Music Inc. has been formed. Broadcast Music may not be the easiest or even the best approach. But it does have the backing of a majority of the broadcasters—a substantial majority. It is the broadcasters' industry, and the vote of the majority must prevail. One thing is certain: The interests of all broadcasters are identical—to rid the industry of its complete subservience to ASCAP.

We Pay Our Respects To —

WALTER SCHWIMMER

MENTION the names of Walt Schwimmer and Jack Scott to an advertising man anywhere and it's a safe bet he'll know of their success. For at 36, Walt and Jack are partners in an agency, Schwimmer & Scott, whose 1939 billings were over the million dollar mark.

Walt was born on Chicago's South Side May 25, 1903. His father was in real estate and believed that every youngster should learn how to make his own way at an early age. After finishing at the Schurz High School, he entered Northwestern University in 1920. He worked his way through school as a mail clerk, shoe salesman, clothier clerk. But he found time to be president of his fraternity, Phi Epsilon Pi, and was associate editor of the *Purple Parrot*, college humor magazine. He also worked on the *Daily Northwestern* staff, and managed to write some song lyrics that sold. After taking his B.A. degree in 1924, he started on his own as publicity manager of the Oriole Orchestra conducted by Ted Fiorito and Dan Russo.

With an eye on the Florida boom, young Mr. Schwimmer went to Tampa in 1925 and opened an agency which handled advertising for 12 large real estate companies.

J. H. Brown, now with the *Tampa Tribune*, was his partner and the Brown-Schwimmer Co. rode high until the boom collapsed in 1926. "I headed North with my scrapbook and some borrowed dough", Walt says of his Florida escapade. In September, 1926, Walt became advertising manager of the Chicago Studebaker Sales Co. He held the job until 1932 when he joined the E. H. Brown Advertising Agency as vice-president. The agency handled the local Studebaker account together with a number of automobile accounts, and the majority of the agency's business was commissionable classified advertising.

At the Brown agency, Walt became one of Jack Scott's best customers, for Jack was classified manager of the *Chicago Daily News*. After being born in Van Buren, Ark., March 5, 1903, Jack had followed an advertising career, working with various papers in the Midwest and East. From their first meeting, their personalities clicked —Walt, the energetic, creative ball-of-fire; Jack, the conservative logical thinker. Schwimmer & Scott was started March 1, 1933, and in 18 months it had become Chicago's biggest classified agency with billings of $20,000 monthly.

One fine day, Walt and Jack got down to their offices at 75 E. Wacker Drive, to find a series of registered letters which announced that classified was no longer commissionable. "We sat very still for about 10 minutes", they say of the experience, "and then headed for the nearest bar. On sobering up, we found ourselves to be 'radio experts'." The fact of the matter is they looked for the weakest departments of competitive agencies and sensed the future of radio advertising. They decided that a strong radio agency had a future and within a few months the agency had more than a dozen top-flight Chicago radio accounts.

Among their first programs was one on WMAQ starring a comedy team now called *Fibber McGee & Molly*. The announcer of that early show was named Bill Hay. Sponsor was Klee Brothers, a Chicago clothier. Another early account was a weekly half-hour on WBBM for Studebaker Sales which featured transcriptions of Anson Weeks. The discs were bought from Milt Blink, now Chicago head of Standard Radio. The firm also had the Morris B. Sachs account in those days and placed nearly two hours daily for this Chicago clothier until August, 1938.

In the fall of 1936, the agency sold a radio schedule to Lea & Perrins Inc. New York (sauce), and has since run a series of national spot campaigns. By 1937, the firm was handling more local radio than the next two or three Chicago agencies, according to Mr. Schwimmer, and its national business was increasing. *Look* Magazine, Thom McAnn (shoes) Fox DeLuxe beer and Salerno biscuits were among the national and regional accounts handled during the 1936-38 period. In 1938, Rudolph Wurlitzer Mfg. Co. (retail stores) placed its publication and radio advertising with the agency following a successful test campaign.

And early in 1939, the agency got the Parker Brothers (games) account, together with Hirsch Clothing Co. and Walgreen Drug Co. Walgreen is presently using six hours weekly in Chicago through Schwimmer & Scott.

Ask Walt about his hobbies and he'll list tennis, horseracing, football and "any card game", but his closest associates know that he still dashes off occasional song lyrics. The sentimental side under what is called the hard-boiled exterior of agency executives shows up in Walt for he is on the board of a number of Chicago's charitable organizations. But the acid test of any boss is to find out what his employes think of him. Most of the employes of Schwimmer & Scott have been with the agency since its early days and they'll swear by the S & S combination. Among them is Norman Heyne, a top-notch agency radio director, who joined the firm in May, 1935.

Mr. Schwimmer met his wife, then Daisy Seltzer, while they were students at Northwestern U. They are the parents of Philip, 7, and Bettina, 2.

Personal NOTES

BARRY BINGHAM, publisher of the *Louisville Courier-Journal* and *Times*, operating WHAS, has been designated, along with Clifford Gregory of *Wallace's Farmer* and Clarence Poe of *Progressive Farmer* and *Southern Ruralist*, as members of a U. S. Dept. of Agriculture committee to confer on problems connected with production and distribution of farm products which might arise under wartime conditions.

HARRY M. PLOTKIN, 1934 and 1937 graduate of both Harvard college and graduate college, who won Phi Beta Kappa, Law Review and magna cum laude honors, on Jan. 2 joined the law staff of the FCC. Since his graduation he has been with the firm of Topliff & Horween, Chicago. He qualified under civil service.

JOHN M. RIVERS, president of WCSC, Charleston, S. C., has been named a commissioner of the city school board to succeed his father, M. Rutledge Rivers, who resigned because of ill health.

HAROLD ESSEX, formerly advertising manager of the Aragon-Trianon Ballrooms, Chicago, and prior to that a member of the advertising staff of the *Chicago Tribune*, has been appointed commercial manager of WSJS, Winston-Salem, N. C.

HUGH FELTIS, commercial manager of KOMO-KJR, Seattle, has been reelected to the board of directors of the Advertising & Sales Club of Seattle.

H. H. LANCE, chief engineer of WGBR, Goldsboro, N. C., has been promoted to station director, succeeding Ted Horton, resigned. He will continue as chief engineer in addition to directing the station's activities.

DR. GEORGE W. YOUNG, owner and manager of WDGY, Minneapolis, and an aviation veteran, has been reappointed to the State Aeronautic Commission by Gov. Stassen, of Minnesota. His term runs to 1943. Dr. Young has been flying since 1922 and has owned nine planes in 17 years. He is vice-governor of the State and National Aeronautic Assn., a past president of the Minneapolis chapter of the Aeronautic Assn., and a member of the Zero Zero Breakfast Club and the Minnesota Pilots Club.

WALTER THOMPSON, recently appointed director of public information for Canada [BROADCASTING, Dec. 15] has been ordered by doctors to take a long rest. He was press chairman of the Royal Visit last summer, chief censor for Canada since the outbreak of war to Dec. 8, and organized the public information directorate since then. George Herbert Lash, newspaperman and assistant publicity director of the Canadian National Railways, is taking his place as acting director.

HARRY McLAUGHLIN, till last Sept. 1 and for many years manager of CJRC, Winnipeg, CJGX, Yorkton, Sask., and CJRM, Regina, is now flying officer with the Royal Canadian Air Force at Trenton, Ont., where he is instructing in flying and in radio transmitter installation, servicing, and other communication work.

MELVIN DRAKE, recently with KTUL, Tulsa, has returned to KGGF, Coffeyville, Kan., as station manager. R. G. Patterson, formerly with KOAM, Pittsburg, Kan., has joined the KGGF commercial staff, which now includes also E. B. Spoonamore, Earl Dougherty and Kenneth Powell. Clair Foster is program manager; Bert Powell, continuity director.

RAYMOND C. COSGROVE, associated with Westinghouse E. & M. Co. since 1919, on Jan. 5 was named a vice-president of Crosley Corp. and general manager of the Crosley manufacturing division.

CHAUNCY McKEEVER, account executive at KYA, San Francisco, recently resigned to join a Pacific Coast loan company.

STANLEY E. HUBBARD, president and general manager of KSTP, St. Paul, entering the holiday home decoration contest sponsored by the St. Paul Women's Institute, built a replica of the town of Bethlehem atop his home, wired in special Christmas music, and was awarded first price of $50 in his division.

CORWIN R. LOCKWOOD, of the FCC Law Department, a native of Bowling Green, O. and graduate of George Washington U, has been appointed secretary to Commissioner Thad H. Brown. He succeeds Franklin G. Salsbury, who has joined the Law Department.

ROLAND WEEKS, commercial manager of WCSC, Charleston, S. C., is the father of a boy born late in December.

JACK REEDER, formerly co-owner and chief engineer of KVNU, Logan, Utah, is now located in Hollywood, where he plans to become active in radio.

DON E. GILMAN, NBC western division vice-president, has been elected to the directorate of the Los Angeles Chamber of Commerce.

DR. LEON LEVY, owner of WCAU, Philadelphia, an affiliate of CBS, was in Hollywood during early January and conferred with Donald W. Thornburgh, the network's Pacific Coast vice-president.

MAYNARD MARQUARDT, manager of WCFL, Chicago, has returned following a three-week vacation trip to Mexico.

E. P. H. JAMES, advertising and sales promotion manager of NBC, on Jan. 9 spoke before a luncheon meeting of the Associated Printing Salesmen at the Hotel Dixie, New York.

XUM

WILT GUNŻENDORFER, manager of KSRO, Santa Rosa, Cal., has been appointed district chairman of the Sales Managers' Division of the NAB. His appointment was made by Howard Lane, manager of the McClatchy Broadcasting System, Sacramento, Cal., who is 15th District Director of the NAB. Gunzendorfer will coordinate his activities with Bill Cline of WLS, Chicago, who is chairman of the Sales Managers' Committee.

REESE MILLS, for the last 15 years manager of the Westinghouse range and water heater department, has been appointed assistant sales manager of the Westinghouse E. & M. Co. merchandising division. He succeeds Raymond C. Cosgrove, resigned. R. M. Beatty, sales development manager of the range and water heating department, has been named to succeed Mr. Mills.

JAMES L. SAPHIER, Hollywood radio executive of Music Corp. of America, has resigned and will shortly establish a publicity service in that city. He had been with MCA nine months.

WILLIAM D. SHAW of the CBS Hollywood public relations division, has been made chairman of the second annual mid-winter conference of the Junior Pacific Adv. Clubs Association (fifth district), to be held in Los Angeles Feb. 17.

JAMES STANBERRY, merchandising director of KGNC, Amarillo, Tex., recently married Kathryn Woods, of the continuity department.

LEW LINDOW, sales department head of WCAE, Pittsburgh, has been named head of the sales manager committee of the NAB 3d District, covering Delaware, New Jersey and Pennsylvania.

HERBERT SCHORR, formerly of WDAS, Philadelphia, has joined the commercial department of WKBN, Youngstown, O.

ROBERT SAUDEK, assistant to Keith Kiggins, director of the Blue Network, is the father of a boy, Richard Harrison Saudek, born Dec. 31.

JAMES R. ANGELL, educational counsellor of NBC, will address the Parent-Teacher Association of Packer Collegiate Institute, Brooklyn, Jan. 16 on the subject, "Parents, Teachers and Schools."

Howard Thurston

HOWARD THURSTON, 20, chief announcer at KWG, Stockton, Calif., was found dead on a lounge in Studio B recently by Lester Jacobsen, newscaster, when the latter came off the air after an early morning broadcast. An autopsy was held and it was found he had died from acute gastritis. Thurston had not complained of any illness to Jacobsen, with whom he had conversed in the studios earlier in the morning.

M. A. McCormick

M. A. McCORMICK, 80, died in Uniontown, Pa., Dec. 28 and was buried near his home in Fairchance, Pa., Dec. 31. He was the father of Mrs. Jesse L. Kaufman, wife of the president of WFBM Inc., Indianapolis. Also suriving are Mrs. McCormick and one son, Donald. Mr. McCormick was well known in Southwestern Pennsylvania and West Virginia, where he had been engaged in the lumber and coal mining businesses for many years.

JACK ROSELEIGH, radio actor who appeared in such Procter & Gamble programs as *Pepper Young's Family* and *Your Family & Mine*, died at his home in Staten Island, New York, on Jan. 5, following an illness due to a heart condition. He is survived by his wife, Lillian, and one son.

VICTOR von DER LINDE, former general sales counsel of NBC, and Ralph Rossiter, former president of Ralph Rossiter Adv. Agency, have joined the sales staff of WNEW, New York.

BEHIND the MIKE

ANDREW ALLAN, survivor of the torpedoed *Athenia* early in the war, has joined the production staff on CBR, Vancouver. In radio since 1931, he has been a producer for the British Broadcasting Corp., for the Canadian Broadcasting Corp., and for a number of Canadian stations. He was working with radio advertising agencies in London, England, when war broke out.

ROGER VON ROTH, formerly of WDBJ, Roanoke, Va., is to join the announcing staff of WRC-WMAL, Washington, about Feb. 1, replacing George Wheeler, recently appointed to the WRC-WMAL production department.

TEE CASPER, formerly of KMAC, San Antonio, has joined the announcing staff of WBAP, Fort Worth, as sports commentator. He is a brother of Charlie Casper, All American football star on the 1933 Texas Christian U team.

JOE BIER, announcer at WOR, Newark, recently celebrated his 18th year in radio. Bier, who faced his first microphone at the old WDY, Roselle Park, N. J. on Dec. 28, 1921, has been with WOR for more than 10 years and is the station's oldest announcer in point of service.

HOWARD BOGARTE, formerly of KRLD, Dallas, has joined the announcing staff of KARK, Little Rock, Ark.

BILL WELSH, announcer of KFEL, Denver, married Olive Duplice late in December.

BETTY WINSTON TODD, formerly writing continuity with advertising agencies, has joined the continuity staff of WBT, Charlotte, N. C.

BRYN MORTENSON, formerly of WDGY, Minneapolis, has joined the continuity and announcing staff of WOPI, Bristol, Tenn.

DEANE FLETT, formerly of KYSM, Mankato, Minn., and KTRI, Sioux City, Ia., has joined the announcing staff of KFBB, Great Falls, Mont.

MRS. NELL LEONARD, new to radio, has joined the continuity department of KOB, Albuquerque, N. M.

LEE BENNETT, announcer of WAGA, Atlanta, late in December married Frances Burgess, of Chattanooga.

EDMUND ABBOTT, on the announcing staff of WCCO, Minneapolis, for the last seven years, left the first of the year for a four-month rest on a Wyoming ranch for his health.

JOHN FULTON, program director of WGST, Atlanta, recently married Elizabeth Bodne.

CLARENCE FUHRMAN, Philadelphia band leader for several years, has been named music director of KYW, Philadelphia, replacing Kenneth Martin, who has resigned effective Jan. 17.

HARRY WISMER, sports announcer of WJR, Detroit, is to marry Mary Elizabeth Bryant in early spring. The engagement was announced by Miss Bryant's parents at a party given at their home in Dearborn, Mich., at which Mrs. Henry Ford, her aunt, served.

ALISTAIR COOK, former film critic for the BBC and a writer on the theatre and motion pictures, has returned in January on WQXR, New York, to present reviews and comment on *The Stage and Screen*, at 9:30 p.m. Tuesdays and Thursdays.

LOIS FROST, former secretary of Virgil Reiter & Co., Chicago, has joined the secretarial staff of Edward Petry & Co., that city.

CHARLES SEBASTIAN, formerly assistant program director of WDAN, Danville, Ill., has been appointed program director of WHDL, Olean, N. Y. Mr. Sebastian is planning to marry Margaret Karlstrom, organist and musical director of WDAN, in the near future.

RICHARD DORF, formerly of WNYC and WHN, New York, has joined the announcing staff of WOV, New York.

W. GWYNNE JENKINS, well-known choral group conductor and singer of the Midwest, has joined WKBN, Youngstown, O., as director of choral music. He will supervise expansion of choral activities at WKBN and develop new choral features on the station.

BILL RATIGAN, KOA, Denver, writer-producer, has returned after being confined to his home through illness.

GEORGE LOWTHER, novelist and originator of such radio dramas as *Dick Tracy*, *Terry & the Pirates* and others, has returned to NBC electrical transcription department following a year's absence.

JACK GREGSON, m.c. of the *Yawn Patrol*, KSFO, San Francisco, recently married Evelyn Hannah, secretary in the KSFO production department.

TOM DANE, announcer of WBAL, Baltimore, recently announced his marriage on Dec. 19 to Ethel Anderson.

Meet the LADIES

BEULAH STRAWWAY

A SMALL package, but a large lot of merchandising is Miss Beulah Strawway, director of merchandising of WLW, Cincinnati. Though weighing only 108 pounds and little more than five feet tall, she packs a wallop in promoting WLW-advertised products. Miss Strawway, or "Bill" as she is known among her associates, has charge of all WLW activities having to do with the maintenance and furtherance of cooperative trade relations. Her most recent activity was the formation of staffs in Indianapolis, Dayton and Columbus to maintain a constant check on retailers, wholesalers and consumers, and build goodwill between them and WLW. Before joining WLW more than a year ago, Miss Strawway was copy chief and coordinator of display and advertising at the general offices in Cincinnati of the Kroger Grocery & Baking Co. Prior to her work with Kroger's, she was connected with the display and merchandising departments of Sears, Roebuck & Co., Chicago.

CLAY OSBORNE, formerly production manager of KOIN, Portland, Ore., is writing the weekly quarter-hour *Adventures of Dr. Hunt* which started Jan. 14 for 26 weeks on nine CBS Pacific Coast stations under sponsorship of Alber Bros. Milling Co., Seattle (Friskies Dog Food). Series had been publicized as *Adventures of Dr. Dare*, but because of a similarity in names with another program, title was changed.

DICK DORRANCE of the press department of WOR, Newark, on Jan. 9 flew via the *Clipper* from Miami to Christobal, Canal Zone, for a three-week vacation, returning to New York by boat.

JACK COOMBS, formerly program director of WINS, New York, and previously assistant program director of WMCA, New York, has joined WCNW, Brooklyn, to handle production on special programs.

AL RINKER and Annemarie Ewing, New York producer and writer respectively, of the CBS *Young Man With a Band* series, sponsored by Columbia Records, was in Hollywood Jan. 5 to handle the program, which featured Horace Heidt's band and emanated from the latter city.

ESTHER NILSEN, of the sales department of NBC-Chicago, on Jan. 6 announced her engagement to Herman Huster, Chicago businessman.

JUNE TRAVIS, featured actress on a number of daytime serials at NBC-Chicago, was married Jan. 3 to Fred Friedlob, Chicago auto accessories manufacturer. A daughter of Harry Grabiner, vice-president of the Chicago White Sox, Mrs. Friedlob turned down a screen contract last fall to return to Chicago microphones.

RAY FERRIS, musical director of WLS, Chicago, has returned following an eight-week absence caused by a throat infection.

ROLAND KIBBEE, Hollywood writer on the NBC *Grouch Club*, sponsored by General Mills (Korn Kix), has resigned to join Globe Productions Inc., new film company headed by James Roosevelt. Kibbee is doing the scripts for the film "The Bat".

MARTIN STARR, motion picture and drama critic of WMCA, New York, has been appointed head of a special committee of the Association of Motion Picture Advertisers to form a speaker's bureau on activities of the movie industry.

WALLY McGILL, formerly of NBC music division as assistant to Thomas Belviso, manager of the department, has returned to the network following a 20-month absence as personal representative for Jascha Heifetz.

LUCRITIA GROVE, formerly in the business office of KOB, Albuquerque, N. M., has joined KOY, Phoenix.

HARRY GROVE and Marjorie Carter recently joined the announcing staff of KITE, Kansas City.

WENDELL NILES, Hollywood announcer, has been assigned to the CBS *Al Pearce* program, sponsored by Hawaiian Pineapple Co. (Dole Pineapple Juices).

TED MORDE, formerly program director of WPRO, Providence, R. I., and more recently a war correspondent in Spain, has been appointed news editor of KMPC, Beverly Hills, Cal.

EDELEEN CAIN of the CBS Hollywood sound effects department and Jack Bartlett of that city, were married in Glendale, Cal. on Jan. 5.

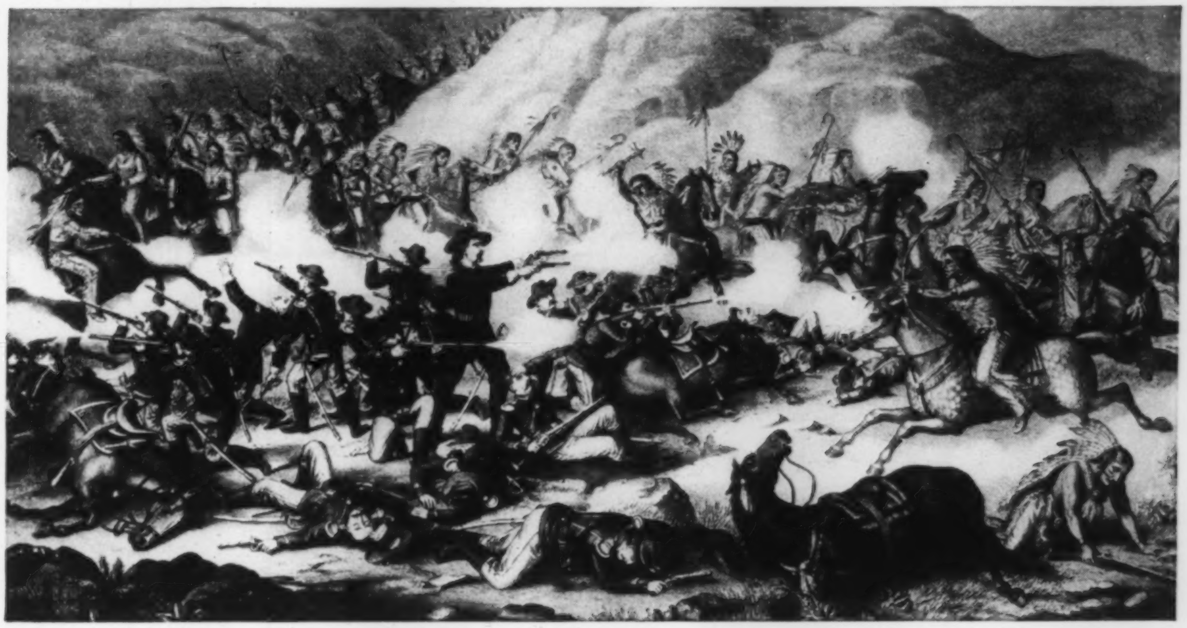
TONY CHRISTIAN, formerly with KTUL and KOME, Tulsa, has joined the announcing staff of KGGF, Coffeyville, Kan., which now includes Dick Campbell, Bert Powell and Fred Case.

ED LYNN, writer of the transcribed *Uncle Jimmy* serial and other well known programs, has resigned from KFWB, Hollywood.

"Rain-In-The-Face" might have been Liquidated *by Radio*

Misled by faulty information from his scouts, General Custer was trapped in ambush at the junction of the Big Horn and Little Big Horn rivers on June 25, 1876. Modern communications might have prevented this tragedy. Scouts could have reported the vast number of Indians present under the command of the Chief, Rain-In-The-Face, and stayed Custer's attack. Custer could have sent word back to the main army of which he was the advance guard.

How the Family of RCA would save Custer



WHEN General Custer arrived at the junction of the Big Horn and Little Big Horn rivers, he'd send up scouting planes immediately. Pilots noting the vast numbers of the enemy, would report back to Custer by means of a light efficiency airplane radio transmitter designed in RCA Laboratories built by the RCA Manufacturing Company, one of the members of the family of the Radio Corporation of America. General Custer would, of course, abandon his intention to attack. Using portable RCA broadcasting equipment he'd radio back to the main army for help, and dig in to await rescue.

Word of his plight would be broadcast to the whole nation by the two great NBC networks which provide the broadcasting service of the Radio Corporation of America. Forty-three foreign nations would listen via RCA Communications, the world-wide radio message service of RCA.

Tens of thousands of listeners would sit glued by their RCA Victor Radios. And shortly motion picture audiences throughout the world would see and hear talking pictures describing the rescue of General Custer . . . the scenes voiced by the RCA Photophone Magic Voice of the Screen.

Naturally there would be a great rush on Victor Record Dealers for Victor and Bluebird Records of patriotic character. And Americans everywhere would play these records on RCA Victrolas.

. . . Since, fortunately, no American General is now in need of rescue . . . RCA stands ready to serve the American people in every other respect in every field of radio.

Trademarks "RCA Victor," "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

Radio Corporation of America

RADIO CITY, NEW YORK

RCA Manufacturing Co., Inc. National Broadcasting Company RCA Laboratories
Radiomarine Corp. of America R.C.A. Communications, Inc. RCA Institutes, Inc

XUM

BUD SHERMAN, formerly of WBAP, Fort Worth, is to join the announcing staff of KWK, St. Louis, Jan. 15, replacing Earl Kalusche, who will join WLW, Cincinnati. Sue McCaslin, of the KWK continuity staff, received a broken nose and bruises when she was struck by an automobile late in December.

DICK ROSS, program director of KMO, Tacoma, and Wanda Dyck of Seattle, were married late in December.

MIKE FRANKOVITCH, KFAC, Los Angeles, sports announcer, and Binnie Barnes, British film actress, are to be married on Sept. 26.

HELEN HOGUE, formerly in the executive offices of KFOX, Long Beach, Cal., has joined the office staff of KHJ, Los Angeles.

ROY MASON, announcer of KGNF, North Platte, Neb., recently married Peggy Chace.

RUSS WILLIAMS, announcer of WHK-WCLE, Cleveland, has resigned to travel in the Southwest.

GORDON FLETCHER, program director of WLAK, Lakeland, Fla., on Dec. 30 married Mary Cason.

HARRY BROWN, formerly of WGST, Atlanta, and John Barnes, new to radio, have joined the announcing staff of WHK-WCLE, Cleveland.

Gooch to New KWBD

C. S. GOOCH, who has sold controlling interest in KFDA, Amarillo, Tex., to J. Lindsey Nunn, has joined the new KWBD, Plainview, Tex., as general manager. The Plainview station, authorized for construction last July with 100 watts daytime on 1200 kc., will go on the air about March 1, according to Mr. Gooch. It will be equipped with an RCA transmitter, Wincharger tower and Western Electric transcription equipment. The station will be licensed to W. B. Dennis, radio sales and service man.

Deems Taylor's Book

DEEMS TAYLOR, noted composer, critic and program annotator on the CBS Sunday afternoon broadcasts of the New York Philharmonic Orchestra, is the author of a book of essays, titled *The Well-Tempered Listener*, to be published Jan. 25 by Simon & Schuster, New York ($2.50). The book is divided into three sections, in which Mr. Taylor gives his authoritative views on composers, performers and listeners.

Hay Suit Settled

ASSERTED breach of contract suit filed in Los Angeles many months ago by William H. Hay, announcer, against Chester Lauck and Norris Goff, known as *Lum & Abner* and sponsored by General Foods Corp. (Postum), on CBS, has been settled out of court for a figure reported to be $5,000.

FOUR of the latest Alec Templeton tunes have been published by Leo Feist. The selections, written by the pianist-parodist star of *Alec Templeton Time* sponsored on NBC-Red by Miles Laboratories, Elkhart, Ind., and Neville Fleeson include "Taj Mahal", "Let Me Dream On", "Mendelsohn Mows 'Em Down" and "Pardonnez Moi, Madame, But Can You Do the Rhumba?"

LEWIE V. GILPIN, son of J. D. Gilpin, publisher of the *Tracy* (Minn.) *Headlight-Herald*, and for several years a Washington newspaper correspondent, has been appointed Washington correspondent of KSTP, St. Paul, by Stanley E. Hubbard, KSTP manager. He becomes the first member of the newly-established radio galleries of Congress to represent an individual Northwest station.

ABOUT to drop everything and run for his weekly Rotary meeting in Kansas City, Arthur B. Church, president of KMBC, suddenly discovered he hadn't laid a blade to his chin for some 30 hours. KMBC's nosy publicity man caught him in the act of bringing the *real* Arthur Church to light, Schick in hand, leather case supporting the mirror purloined from his secretary.

Vice Versa

MARVIN FISHER, Hollywood writer of the weekly half-hour *Signal Carnival*, sponsored by Signal Oil Corp., Los Angeles, on 12 NBC-Pacific Red stations, is beginning to believe that he ought to change his residence. Living in the same apartment building with him is a voice teacher named Fisher Marvin. Marvin Fisher can't sing, and Fisher Marvin admits he's no script writer. Both are baffled when telephone callers insist upon taking voice lessons from the writer and ask the singing teacher for dramatic skits.

Ridge Boomed

MAJ. EDNEY RIDGE, general manager of WBIG, Greensboro, N. C., is being boomed by newspapers of the State as a Democratic candidate for Congress at the forthcoming November elections. A candidate two years ago on a straight "New Deal" ticket, Maj. Ridge fell only a few hundred votes short of winning. Newspapers reported that many delegations have urged Maj. Ridge to run this year, and while one publication said he had "practically decided to do so", the broadcaster informed BROADCASTING, Jan. 6, that he proposed to "stick to radio".

Stuart Ayers Joins CBS After Fellowship Tour

STUART AYERS, who has been doing scripts for the CBS *American School of the Air* program independently for the past three years, has joined CBS as script writer in the education department, according to Sterling Fisher, CBS director of education. Mr. Ayers will continue to devote himself to that series, and in addition will prepare the Teachers' Manual, sent by CBS to 150,000 teachers throughout the United States twice each year.

Last November Mr. Ayers returned from a six-month trip through South America, made on a Rockefeller Foundation fellowship as part of a detailed study of radio's use for improving cultural relationships among the Americas. The material gathered will be used on the Friday section of the *School of the Air* series, titled *This Living World*. Mr. Ayers has been writing for radio for over 12 years and has worked also as producer and actor of many radio series.

MRS. MARIE VANDERGRIFT, veteran station manager, who now heads the new WMAN, Mansfield, O., is writing a book to be titled "Manager Behind the Mike."

Educator Asks Lifting Of Commercial Control Over Child Programs

CHARGING that "agencies" are technically unqualified to safeguard control of a child's education, John DeBoer of the Chicago Teacher's College, at the Western Section meeting, National Council of Teachers of English, held in Los Angeles City College in late December pleaded for a relaxing of the commercial hold on radio programs and as a solution suggested closer cooperation so that needs and interests of children are properly nourished.

While admitting radio is an influential partner of the school in the business of education, he urged the development of attitudes needed in today's complex social environment. Mr. DeBoer said that the average child spends around three hours daily listening to radio programs.

Viewing with "apprehension" the fact that the majority of radio programs are commercially conducted, Mr. DeBoer said "that the welfare of children is necessarily considered secondarily, if at all. One need not be accused of fault-finding if he points out that the safety of society is inadequately safeguarded when the control of so large a part of children's education is in the hands of an agency which is technically unqualified for the work". As a solution he urged a "system of cooperation between experts in radio entertainment and those on the needs and interests of children."

"We don't expect radio to teach children facts of history, geography or such subject matter, but rather to develop attitudes needed in today's complex social environment. Programs, if intelligently written, can relieve rather than intensify the tensions and conflicts which result in maladjustment. Further, radio drama can help children to solve problems in their personal relations. It is in the constructive use of radio drama that the chief educational challenge to broadcasters lies."

Radio AND Education

HALE SPARKS, radio administrator for California U, on Jan. 5 celebrated his 500th broadcast as *The Universtiy Explorer*. His first broadcast was in March, 1933 over KPO, San Francisco, where the program now originates. In the six years Sparks has gained a ranking as one of the nation's most popular educational broadcasters. A *Los Angeles Times* radio poll found the *Explorer* ranking with transcontinental features among the educational programs. In February, 1938, the Los Angeles Junior Chamber of Commerce voted him the "Young Man of the Month" for his public service.

AFTER about two years preparation under direction of Dr. Arthur G. Crane, president of Wyoming U, the Rocky Mountain Radio Council got under way Jan. 1 as a clearing house for educational organizations of the Rocky Mountain regions to facilitate the handling of educational programs and improve their quality. Operating under a Rockefeller Institute grant, and directed by Robert B. Hudson, formerly executive secretary of the Adult Education Council of Denver, the organization has established offices with complete studio and recording equipment. First program series of the Council is the weekly *Journeys in the News*, heard on KLZ, Denver, and KVOR, Colorado Springs.

E. GORDON HUBBEL is directing development of a series of weekly half-hour educational transcriptions based on the activities of the Institute for Consumer Education, a project of the Alfred P. Sloan Foundation being conducted at Stephens College, Columbia, Mo. Present plans include dramatizations of the problems facing the consumer in everday life, tentatively titled *The Family Next Door* and directed particularly to women. Mr. Hubbel, who is planning, writing and producing the series, formerly was with the Federal Radio Project of the Office of Education, NBC and the Rockefeller Research Project in school broadcasting at Wisconsin U.

WESTERN Reserve U has started a new series of educational programs on WHK, Cleveland, dealing with "Industrial Democracy and the Wagner Act." M. J. Barloon, assistant professor of business and economics at the University, will be heard weekly.

NEW JERSEY State Teachers College, Jersey City, is running a 36-week weekly series over WHOM, Jersey City, in which each faculty member makes a five-minute talk supplementing two student speakers and student music. The series is under the direction of Dr. Carroll Atkinson of the faculty.

BASED on the radio series of the same name, a book titled *How Government Regulates Business* was published Jan. 9 by the Dynamic Press, New York, incorporating the talks on Government regulation broadcast from Sept. 12 to Dec. 20, 1938, on WNYC, New York's municipal station.

PRESENTED under auspices of the Division of Adult & Continuation Education, California State Department of Education, a new weekly quarter-hour feature, *Lifelong Planning*, started Jan. 7 on NBC-Pacific Red network, Sunday, 6:15-6:30 p.m. Originating from Hollywood and arranged for the purpose of providing vocational guidance especially for adults, the series outlines work opportunities and means of preparing for them, with discussion sessions and dramatic presentations under direction of Tipton L. Wood, supervisor of counseling & guidance for the Los Angeles area. Washington and Oregon State departments of education are cooperating. Bob Hall, formerly NBC New York announcer and now associated with the California State Dept. of Education, Los Angeles, announces the series.

EDUCATIONAL dramatizations depicting characteristic points in the lives of great composers constitute the pattern of the new *Up and Down the Scale* series broadcast on WKBN, Youngstown, O., by local Junior League members and their friends. The weekly programs, directed by Wilfred Foley, present in addition to the dramatic interludes Elva Myerovich playing on the piano the best known works of the various composers. The program has been recommended to local school children by Supt. Pliny H. Powers.

CANADA'S PACIFIC COAST PROVINCE

is rich in opportunity

BRITISH COLUMBIA
ALBERTA

CBC dominates British Columbia where Retail Sales reach $107,257,000 Annually

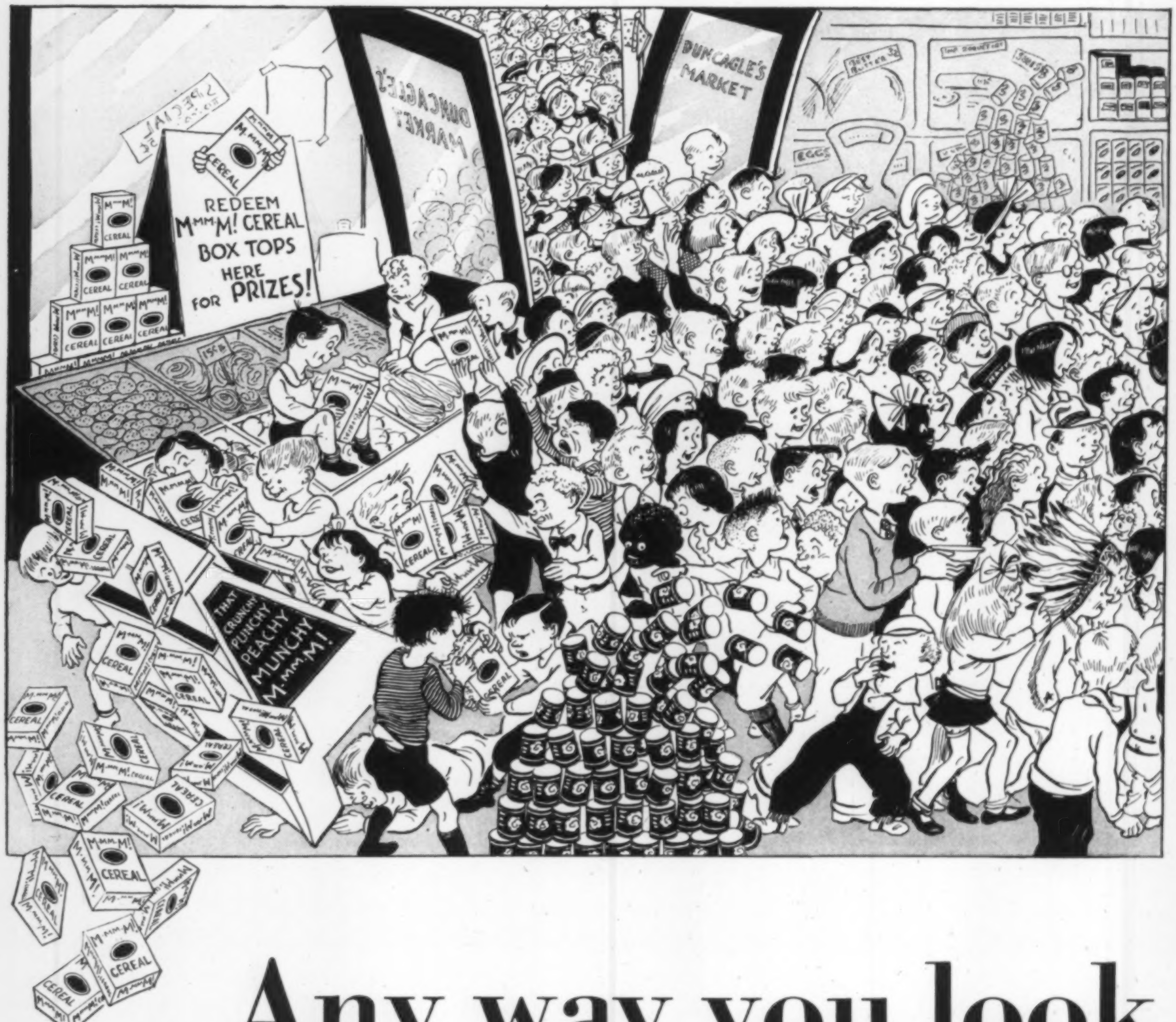
CBC COVERS CANADA

STATISTICS COME TO LIFE when one thinks of British Columbia with 750,000 people producing goods worth $232,402,000 yearly. Here, truly, is a market that merits intelligent cultivation, and CBC . . . through CBR, Vancouver, and a regional network . . . *reaches 85.82% of all the radio homes in this rich Province.*

Here is intensified coverage . . . a coverage all the more effective because the people reached by it have been made radio-minded . . . their loyalty and goodwill built up and sustained by consistently fine radio entertainment supplied through the facilities of CBC in Canada.

CANADIAN BROADCASTING CORPORATION

1 Hayter St., Toronto - COMMERCIAL DEPARTMENT - 1231 St. Catherine St. W., Montreal


DUNCAGLE'S MARKET
SPECIAL
REDEEM M-M-M! CEREAL BOX TOPS HERE FOR PRIZES!
EGGS
THAT CRUNCHY PUNCHY PEACHY MUNCHY M-M-M!
M-M-M! CEREAL

Any way you look
NBC

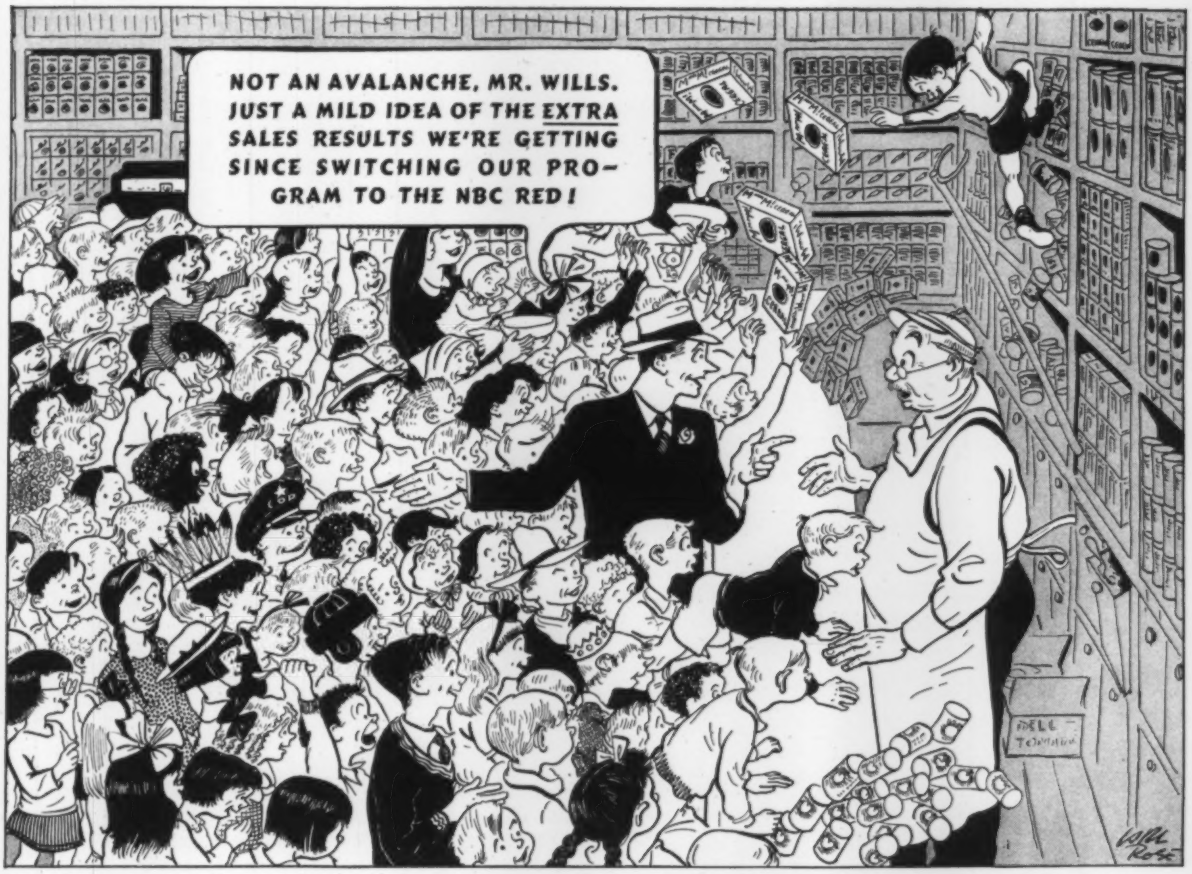
Whether you judge a network by box top returns, top sales figures, top program ratings, or any other "tops" —the NBC Red comes out on top!

Cereal makers, too, are Red Network enthusiasts! And their enthusiasm is shared by the majority of leading advertisers. That's why, in 1939, more advertising dollars were invested in the Red than in any other single advertising medium. That's why, again in 1940, radio-wise advertisers are placing the major share of their network selling on the capable shoulders of the Red.

In 1939, advertisers endorsed the Red Network to the tune of $35,000,000! The reason for this overwhelming preference of experienced radio advertisers for the Red is no mystery. It's found in NBC's fascinating story of "The Other Half." A story that clarifies network time-buying and takes the guess-work out of network comparisons.

Combing the Country for Facts

"The Other Half" of the national radio audience—the 51% of the U. S. radio-owning families whose listening habits had never before been probed by radio researchers — told us this story. To get it, we went "whole hog" —into *every* city of 25,000 and over . . . and into *one out of every five rural counties in the country!*


NOT AN AVALANCHE, MR. WILLS. JUST A MILD IDEA OF THE EXTRA SALES RESULTS WE'RE GETTING SINCE SWITCHING OUR PROGRAM TO THE NBC RED!
Will Rose

Cereal advertisers in the first ten months of '39 invested over $2,700,000 in the Red—three times as much as in the next network.

at it–
Red is Tops!

The facts we learned are of profitable interest to every advertiser and agency. They show *why* the Red Network produces *extra* sales. They reveal a new picture of comparative network circulations and values. They prove that *a CAB rating on the Red means a greater nationwide audience for a program than the same rating on any other network!*

How to Make More Profits in 1940
Here's a sure plan that will give you those extra sales and profits in 1940. Every advertiser on the Red knows how it works. We'd like to tell you about it. You'll see why the Red—with the majority of leading day and night shows ever since broadcasting began — is the advertising medium that can deliver the greatest audience for your selling message. National Broadcasting Company. A Radio Corporation of America Service.

NBC Red NETWORK

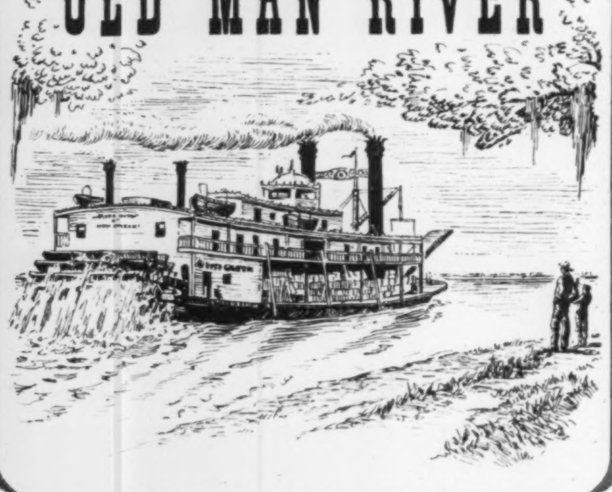
The network *most* people listen to *most*

When you think of

NEW ORLEANS

you think of:

OLD MAN RIVER



and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Strike Averted

(*Continued from Page 19*)

that there are many minor irritations in working conditions, but under the view here taken such matters would have to be worked out between stations and locals."

IRNA advised affiliates that they may wish to discuss individually with their respective networks the matter of credits toward expenditures for musicians. In this connection, question has arisen regarding the NBC and CBS contributions of $200,000 annually to their affiliates as a sort of stabilization fund under which stations least able to bear their quotas of musicians under the original plan of settlement were given network credits. NBC has contributed $110,000 annually to such a fund and CBS $90,000. In view of the Department of Justice observations, some question has arisen regarding the method of continuing this practice, though it was reported that network officials generally have assured affiliates that some plan of continued reimbursement will be evolved, if possible.

Scripps Inquiry

When negotiations with AFM collapsed in November and IRNA found itself powerless to act further in the matter, Mr. Scripps personally organized a group of broadcasters to go into the question, particularly in the light of the Department's Labor observations. In this group, which began functioning early in December, in addition to Mr. Scripps, were John Shepard 3d, president of Yankee Network, Paul W. Morency, vice-chairman of IRNA and general manager of WTIC, Hartford, H. K. Carpenter, general manager of WHK, Cleveland, Eugene C. Pulliam, president of WIRE, Indianapolis, and Clarence Brewer, Detroit attorney of the *Detroit News*, which operates WWJ.

Samuel R. Rosenbaum, chairman of IRNA, who in late November had conferred with Department attorneys on his own, subsequently joined this group with his Executive Committee in pursuing the issue. In later conferences, in both Washington and New York, several network officials, including Mark Woods, of NBC, Lawrence W. Lowman, of CBS, William B. Dolph, of WOL-MBS, and their respective attorneys, conferred with the joint committees. Joseph L. Miller, NAB labor relations director, participated on behalf of the NAB.

The settlement throwing into the discard the 1937 plan as well as the increased demands of AFM at the outset of the new negotiations, obviated any pursuance of possible official action in connection with the whole affair. Details were not revealed. In industry quarters, however, high praise was given both the Scripps and Rosenbaum groups for the action, along with the cooperation of the networks and of other industry elements involved.

The IRNA Executive Committee revealed that after it had written President Weber Dec. 28 asking that it notify its locals to deal with affiliates independently, the Executive Board of AFM rejected that proposition flatly. In replying Dec. 29, Mr. Weber said that the 1937 plan was made by all of the parties voluntarily without force of any kind. He contended that they were not in the slightest degree violative of the anti-trust laws or any other laws either in letter or spirit. He argued that the key stations and the affiliates signed these documents voluntarily and that as a matter of fact some of the affiliates did not sign.

PERIODIC ceremony in tableau here is enacted by John Paul Goodwin (left), vice-president of Giezendanner Adv. Agency, and Ray Bright, commercial manager of KTRH, Houston. Whenever Goodwin brings over a new contract for KTRH time, he is presented with a bouquet by Bright. And when he brings in a cancellation, Goodwin awards the dolorous Bright a box of aspirin tablets.

Weber's Viewpoint

Mr. Weber pointed out that the desire of the musicians never has been to force excess employment upon affiliates "but solely to procure proper compensation for the services performed by musicians and transmitted to broadcasting stations, the employment of musicians by such receiving stations being only part compensation for the services the musicians render and by which the broadcasting stations are benefited."

He alluded to the old plan, observing that the Federation held that the increased use of network distribution of musical programs and increase in use of phonograph records and transcriptions decreased the volume of employment of musicians while a large proportion of stations then using such services did not employ a single staff musician.

Alluding to the IRNA request that AFM notify all its locals to negotiate individually with affiliates, Mr. Weber said the Federation could not comply with the request since to do so would be "an abandonment on its part of its duty to its members, a relinquishment of its power to collective bargaining in their behalf."

Mr. Weber's letter of Dec. 29 to AFM locals, mailed as of Jan. 2, read as follows:

"Your local is hereby advised not to enter into negotiations with a broadcaster to furnish the services of musicians at the expiration of the present national agreement.

"Your local, however, may permit its members for the present to work for broadcasters without an agreement.

"This order is binding upon your local pending further advice from the Federation."

10-SECOND QUIZ
FOR STATION MANAGERS

why do more stations advertise in BROADCASTING Broadcast Advertising than in all other advertising trade publications combined?

why have 85 advertisers been consistently represented in BROADCASTING Broadcast Advertising for three years or longer?

why should your New Year's resolution be a consistent advertising schedule in BROADCASTING Broadcast Advertising during 1940?

answer: **RESULTS**

Architects' Competition Will Award Prizes for Transmitter Buildings

ARCHITECTURAL competition for the design of an "ideal building" for housing a 1,000-watt broadcasting transmitter has been started under sponsorship of Western Electric Co. by the Beaux Arts Institute of Design. Open to students of all architectural schools and studios in the country, the announced purpose of the competition is the stimulation of interest in the design of specialized structures for broadcasting purposes.

The competition, in which three cash prizes of $250, $100 and $50 are offered, opened Jan. 8 and is to close May 1, at which time all entries must be filed at the Institute's headquarters, 304 E. 44th St., New York.

Final awards and announcement of prize winners will be made by the judges by May 15. The examining jury, made up of architectural and radio experts, includes J. R. Poppele, chief engineer of WOR, Newark.

From Click

FIRST of a series of international broadcasts arranged by General Electric in cooperation with the Inter-American Safety Council and Rotary International for an exchange of ideas for the promotion of international safety, was launched New Year's Day over GE's shortwave stations WGEO and WGEA in English, Spanish and Portuguese.

Sach's Success

(Continued from page 26)

amateurs have gone on to greater things. John Conrad, of the NBC-Chicago page staff, got a job as a radio announcer through the show. Several girl singers have gone to Hollywood or are appearing with prominent dance orchestras.

Ask Mr. Sachs what he thinks of radio advertising and what he thinks is wrong with it. He'll show you a picture of his store before and after he started the *Sachs Amateur Hour* and add, "It's done a wonderful job for me. The formula that has worked for me is fewer commercials and more entertainment. Fewer exaggerations, and more fact. A lady from Texas came all the way out to my store yesterday afternoon just to tell me how much she enjoys the amateur show. She said I give her family the kind of program it likes. That's the answer."

FREDERIC LEWIS Jr. has joined WTAR, Norfolk, Va., as program engineer, succeeding Elmo Cronk, who was moved up to transmitter engineer.

in the CONTROL ROOM

HARRY R. LUBCKE, television director of the Don Lee Broadcasting System, on Jan. 2 was granted Patent No. 2,185,640 covering television apparatus, which he has assigned to the Don Lee company. He applied to the U. S. Patent Office for the patent in March, 1938.

CARL A. JOHNSON, radio inspector, has been transferred from the New Orleans to the Portland, Ore., field staff of the FCC. William R. Morse has resigned from the Washington FCC staff as junior engineer.

PHILIP WHITNEY, formerly of WSAL, Salisbury, Md., has joined the engineering staff of WBNX, Springfield, Vt., which plans to occupy its new studios and transmitter at Keene, N. H., about March 1.

WAYNE BELLES, transmitter engineer of KGNC, Amarillo, Tex., is the father of a girl born recently.

LUTHER MARTIN, engineer of KWTO-KGBX, Springfield, Mo., married Jeanne Reynolds late in December.

RAYMOND HECK, engineer of WPAR, Parkersburg, W. Va., married Sarah Louise Heermans, staff pianist, early in December. Buford Barrickman has joined the WPAR engineering staff.

STANLEY NEAL and Joe Rohrer of the KOA, Denver engineering staff, has been appointed to the Winter Sports Carnival committee of the Denver Junior Chamber of Commerce.

J. A. SLUSSER, engineer in charge of the KOA, Denver, transmitter, near Aurora, Col., received from the Aurora Chamber of Commerce special commendation for decorative Christmas lighting effects installed on the tower.

SANFORD ALPER, former sound effects technician of WOV, New York, is now a member of the station's engineering staff, and Wilfred Perez has joined the WOV sound effects staff.

THOMAS DOONAN, control engineer of WHO, Des Moines, has been awarded first prize in the Junior Chamber of Commerce amateur photography contest, conducted in connection with the annual Christmas home lighting contest. Doonan's entries showed every home entered in the contest. All pictures were taken at night.

WAYNE J. HATCHETT, chief engineer of KITE, Kansas City, is the father of a girl born Dec. 31. Mrs. Hatchett is the former Grace Riddle, and was a member of the Texas Bluebonnet trio, having performed on several Midwest stations.

AL ISBERG, control room engineer of KOA, Denver, has been transferred to Radio City, New York, as a television engineer.

S. L. COOK, associated with Graybar Electric Co. since 1928 in Nashville, Tenn., has been appointed Graybar manager for the Nashville district.

NAB Technical Group

APPOINTMENT OF an executive engineering committee of the NAB, which will meet periodically to appraise technical problems of the industry, was announced Jan. 8 by NAB President Neville Miller. John V. L. Hogan, WQXR, New York, was named chairman of the committee, along with his chairmanship of the main committee of a score of engineers. Other members are O. B. Hanson, NBC; E. K. Cohan, CBS; Paul A. deMars, Yankee Network; J. R. Poppele, WOR-MBS, and Albert E. Heiser, WLVA, Lynchburg. Lynne C. Smeby, NAB engineering director, is secretary.

KSD Scores Again as

FIRST in ST. LOUIS

IN NATION-WIDE STAR POPULARITY POLL WITH

6 of the FIRST 7

CHAMPION OF CHAMPIONS HEARD OVER KSD

In the Motion Picture Daily's fourth national popularity survey, selections in the first five places, for champion of champions, included a tie of three for fourth place. This made 7 selected instead of 5. Six of these 7 are heard on KSD. Listeners on KSD know they hear radio's outstanding entertainers and keep their dial set on this popular station.

THE CHAMPIONS

FIRST
*Edgar Bergen (Charlie McCarthy)

SECOND
*Jack Benny

THIRD
*Bing Crosby

FOURTH (3 Tie)
*Alex Templeton
*Kay Kyser
Orson Welles

FIFTH
*Bob Hope

*Heard on KSD.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

FUNNY HOW SOME PROSPECTORS MISS THE REALLY VITAL SPOTS!
Dr. Seuss

THAR'S GOLD FOR YOU IN THESE 15 VITAL SPOTS!

There are some very sound reasons why advertisers using these 15 Vital Spots consider them a highly profitable investment. First, they are 15 stations completely programmed by NBC. In addition, they provide the benefit of clear-cut local identity and the prestige that goes with it. Third, they blanket 10 of the richest markets in the country. Use them—and you will quickly find out that they pay off with profits!

WBZ	50,000 Watts—990 kc. .	Boston
WBZA	1,000 Watts—990 kc. .	Springfield
WENR	50,000 Watts—870 kc.	Chicago
WMAQ	50,000 Watts—670 kc.	Chicago
WTAM	50,000 Watts—1070 kc. . .	Cleveland
KOA	50,000 Watts—830 kc.	Denver
WEAF	50,000 Watts—660 kc. . . .	New York
WJZ	50,000 Watts—760 kc. . . .	New York
KYW	10,000 Watts—1020 kc. .	Philadelphia
KDKA	50,000 Watts—980 kc. . . .	Pittsburgh
KGO	7,500 Watts—790 kc.	San Francisco
KPO	50,000 Watts—680 kc.	San Francisco
WGY	50,000 Watts—790 kc. .	Schenectady
*WMAL	500-250 Watts—630 kc.	Washington
*WRC	5,000-1,000 W.—950 kc.	Washington

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all stations.

*WMAL and WRC will soon be operating with 5,000 watts day and night.

NATIONAL BROADCASTING COMPANY A RADIO CORPORATION OF AMERICA SERVICE

For Sales Planning in
SALT LAKE CITY
3 Brass Tacks
Give You the Facts

GREATER SHOWMANSHIP
KDYL has earned the reputation in this territory as the station that always "does it right." Listeners recognize and appreciate this fact.

NBC RED NETWORK AFFILIATION
KDYL is the only NBC Red outlet between Denver and the Pacific Coast and carries a full Red schedule.

GREATER POPULARITY
As a result of the two above mentioned points, KDYL has, for many years, been the NUMBER ONE Salt Lake City Station in popularity. Every authentic survey has borne this out.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL
THE POPULAR STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

IRNA on AFM

(*Continued from Page 19*)

sure to effect such basic changes as it may find within its economic power and within the law.

IRNA believes, in short, that if affiliates generally are willing to continue employment of staff musicians, without compulsion and without reference to any national plan, agreement or quota, then the AFM locals will, in general, recommend to AFM that employment should not be disturbed by any national demands or action by AFM.

It is recognized that there are some exceptional cases of undue hardship, flagrant incompetence, or complete economic waste, where no reasonable person could expect full continuance. It is also recognized that there are many minor irritations in working conditions, but under the view here taken, such matters would have to be worked out between stations and locals.

Strike Averted

On the whole, therefore, IRNA reports to affiliates that a national strike of musicians is averted and that peace will be preserved if affiliates generally give due consideration to the thought that it is in the best interests of broadcasting and of the maintenance of a satisfactory supply of conpetent staff musicians for the future, to provide an incentive for live talent by continuing to employ such staff musicians as they have been using, in so far as their services are reasonably compatible with program requirements and possibilities.

Affiliates who will continue to employ staff musicians are advised to notify the local specifically that in the absence of an agreement (as ordered by President Weber) it is clearly understood that none of the terms or provisions of the previous agreement relating to the National Plan of Settlement are carried over by implication, and that the only provisions in the former agreement which are relevant to continuance of employment are those relating to wages, hours, and local working conditions, and that any continuance of employment is without reference to any national plan or quota.

Affiliates may wish to discuss individually with their networks the subject of credits toward expenditures for musicians.

With apology for repetition it must be emphasized again that to date fewer than 90 stations have paid to IRNA the modest dues requested. Continuance of IRNA will not be possible without fuller support.

Faithfully yours,

IRNA EXECUTIVE COMMITTEE

Mark Ethridge, WHAS, Louisville, Ky.
Walter J. Damm, WTMJ, Milwaukee, Wis.
John Shepard, 3d, WAAB, Boston, Mass.
L. B. Wilson, WCKY, Cincinnati, Ohio.
Paul W. Morency, WTIC, Hartford, Conn., *Vice-Chairman.*
Samuel R. Rosenbaum, WFIL, Philadelphia, Pa., *Chairman.*

Greetings Piped

INSTEAD of the usual formal greeting cards for agency people at the year's end, KSTP, Minneapolis and St. Paul, worked out a new twist. Stanley E. Hubbard, station president, got the staff orchestra together and piped a special greeting program to every agency in the Twin Cities. The program also featured personal greetings to all agency people from Mr. Hubbard.

WPEN to Dismiss Staff Orchestra

Failure to Reach Agreement Leads to Station Action

STAFF orchestra of WPEN, Philadelphia, was due to be dismissed on Jan. 13, after months of negotiations between the station management and officials of Local 77 of the American Federation of Musicians had failed to produce a satisfactory means of settling their differences over the amount of money the station should expend for the employment of staff musicians.

Notice was given the musicians two weeks in advance by Arthur Simon, station manager. Men have been employed on a week-to-week basis since October, when the station took similar action, but were rehired after WPEN announcers, engineers and other employes refused to pass a picket line placed around the station's studios by the AFM local, throwing the station off the air for a day-and-a-half.

Hardship Claimed

Crux of the disagreement between union and station is the unwillingness of the union to permit any reduction in the $42,000 per year expended by WPEN for musicians under a contract entered into more than three years ago by the late John Iraci, then owner of the station. Due to this burden, the station has been operating in the red, according to Harold A. Lafount, general manager of the Bulova radio interests, and with the unwillingness of the union to effect any compromise WPEN has no choice but to dismiss the men, he stated.

Since that contract was signed the independent stations and the national AFM board negotiated a national plan of settlement under which each station contracted with its local union to expend not less than 5½% of its annual income to hire union musicians. On this basis, WPEN's quota would be approximately $12,000 instead of $42,000, it was stated. The agreement contained a provision, however, that no station should curtail its present expenditure for musicians, regardless of how far that sum exceeded the 5½%.

On that provision the local union has stood pat, arguing that since the agreement was worked out and approved by the national AFM office, no local had the authority to change its provisions. When the station appealed to the AFM headquarters, however, it was told that the national office had no authority to interfere with the autonomy of its locals and that the negotiation of contracts between a local union and a radio station clearly fell under the sole authority of the local in question.

Failure to break this technical deadlock in the AFM rules, added to the impracticability of continued operation at a loss, led the station to act as it did last October and, after continued failure to find a mutually agreeable compromise, to repeat that action now. This time it is expected other employes of WPEN, members of the American Communications Assn., a CIO union, will not respect the AFM picket line but will continue at their posts. A new contract covering these employes was recently signed by the ACA and WPEN.

BROADCASTERS' FLORIDA HEADQUARTERS

DANIA BEACH HOTEL

DANIA, FLORIDA

Spend your Winter vacation in the relaxing environment of this delightful East Coast Florida resort. Dania Beach Hotel provides restful seclusion if you desire it, as well as an ideal location for the more active vacationist.

Situated between Palm Beach and Miami, the sporting, entertainment and social centers are all quickly accessible. Two 18-hole golf courses are only 7 minutes away; three beautiful beaches are less than a mile distant; the thrills of deep-sea fishing are an unforgettable experience.

Every room is a handsomely decorated outside room with private bath. The dining room is renowned for its excellent cuisine and its fresh Florida fruit, vegetables and sea-food.

EUROPEAN PLAN DAILY RATES:	**SINGLE ROOMS FROM $2.50** **DOUBLE ROOMS FROM $4.00**

Weekly, Monthly and American Plan Terms

WRITE FOR DESCRIPTIVE BOOKLET

OWNERSHIP-MANAGEMENT

APPROVED A.A.A.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Air Conditioning Training Corp., Youngstown (correspondence course), 3 *sp* weekly, thru Weill & Wilkins, N. Y.

Clark Candy Co., Pittsburgh, 6 *ta* weekly, thru Albert P. Hill Co., Pittsburgh.

Dairy Assn., Lyndonville, Vt. (Kow-Kare), 2 *ta* weekly, thru Hays Adv. Agency, Burlington, Vt.

Dryden & Palmer, Long Island City (Gravy Master), 2 *sa* weekly, thru Samuel C. Croot Co., N. Y.

Ford Motor Co., Dearborn, weekly *sp*, thru N. W. Ayer & Son, N. Y.

Good Luck Food Co., Rochester, weekly *sp*, thru F. A. Hughes & Co., Rochester.

M. Hoffman Co., Boston (overalls), weekly *sa*, thru John C. Dowd Inc., Boston.

Hudson Valley Fuel Co., Albany, 6 *sa* weekly, thru Hevenor Adv. Agency, Albany.

E. L. Knowles Co., Springfield, Mass. (Rubine), 4 *sa* weekly, thru Lawrence M. O'Connel, Springfield.

Knox Gelatine Co., Johnstown, N. Y., 2 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

Olson Rug Co., Chicago, weekly *sa*, thru Presba, Fellers & Presba, Chicago.

Hudson Coal Co., Scranton, weekly *sp*, thru Leighton & Nelson, Schenectady.

Pacquin Inc., New York (cosmetics), 5 *t* weekly, thru Wm. Esty & Co., N. Y.

Riggio Tobacco Co., Brooklyn (Regent cigarettes), *sa* series, thru M. H. Hackett, N. Y.

Reid Murdoch & Co., Chicago (Monarch foods), *sa* series, thru Rogers & Smith, Chicago.

Thomas D. Richardson Co., Philadelphia (candy), 2 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.

Schaffer Stores Co., Schenectady (chain), weekly *sp*, thru Hevenor Adv. Agency, Albany.

N. Skaperdas, Amsterdam, N. Y. (furs), weekly *sp*, direct.

Smith Bros., Poughkeepsie, N. Y. (cough remedies), *sa* series, thru J. D. Tarcher & Co., N. Y.

KHJ, Los Angeles

J. C. Eno Ltd., New York (effervescent salts), 7 *sa* weekly, thru Wm. Douglas McAdams, N. Y.

Haas Baruch & Co., Los Angeles (grocery products), 1560 *sa*, thru Robert Smith Adv. Agency, Los Angeles.

California Federal Savings & Loan Assn., Los Angeles (banking service), 6 *sp* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

Carter Products, New York (Arrid deodorant), 3 *ta* weekly, thru Small & Seiffer, N. Y.

KYA, San Francisco

National Funding Corp., Los Angeles (loans), 24 *sa* weekly, thru Smith & Bull, Los Angeles.

Unity School of Christianity, Kansas City (religious), 6 *sp* weekly, thru R. H. Alber, Los Angeles.

Calwhey Co., San Francisco (food products), 2 *sa* weekly, thru Theodore Segall, San Francisco.

WHO, Des Moines

Journal of Living Pub. Corp., Jersey City (Serutan), 156 *sa*, thru Austin & Spector, N. Y.

Foster-Milburn Co., Buffalo (Doan's pills), 256 *ta*, thru Spot Broadcasting, N. Y.

Prune Growers of Cal., San Francisco, 34 *t*, thru Lord & Thomas, Chicago.

Colonial Poultry Farms, Pleasant Hill, Mo., weekly *sp*, thru R. J. Potts & Co., Kansas City.

Household Magazine, Topeka, 6 *sp*, thru Presba, Fellers & Presba, Chicago.

Interstate Transit Lines, Omaha, 261 *sa*, thru Beaumont & Hohman, Omaha.

Union Pacific Railroad, Omaha, 157 *sa*, thru Caples Co., Chicago.

Stanco Inc., New York (Nujol), 260 *t*, thru McCann-Erickson, N. Y.

Dr. Hess & Clark, Ashland, O. (stock remedies), 75 *ta*, thru N. W. Ayer & Son, Phila.

WBT, Charlotte

Morton Salt Co., Chicago, 3 *sp* weekly, 10 weeks, direct.

Ludens Inc., Reading, Pa. (cough drops), 3 *sa* weekly, 15 weeks, thru J. M. Mathes Inc., N. Y.

Larus & Bro. Co., Richmond (Domino cigarettes), 15 *sa* weekly, thru Warwick & Legler, N. Y.

Chr. Hansen's Labs., Little Falls, N. Y. (Junket), 5 *ta* weekly, 26 weeks, thru Mitchell-Faust Adv. Co., Chicago.

Procter & Gamble Co., Cincinnati, 15 *t* weekly, thru Compton Adv., N. Y.

Benjamin Moore & Co., Philadelphia (paint), weekly *sp*, direct.

Quaker Oats Co., Chicago, 4 *sa* weekly, 17 weeks, thru Mitchell-Faust Adv. Co., Chicago.

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, N. Y.

American Snuff Co., Kansas City, *sp* series (renewal), thru Simon & Gwynn, Memphis.

WHN. New York

Welsh Grape Juice Co., Westfield, N. Y., 6 *sa* weekly, 35 weeks, thru H. W. Kastor Adv. Co., Chicago.

Pepsi-Cola Co., Long Island City, N. Y. (soft drink), 15 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.

Busch's Kredit Jewelry Co., New York, 66 *sa* weekly, 52 weeks, direct.

Adam Hat Stores, New York, 5 *sp* weekly, thru Lew Kashuk, N. Y.

Frank E. Campbell Co., New York (funeral home), 3 *sp* weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.

KECA, Los Angeles

Ex-Lax Inc., Brooklyn, N. Y. (laxative), 65 *ta*, thru Joseph Katz Co., N. Y.

WFBR, Baltimore

Bulova Watch Co., New York, 994 *sa*, thru Biow Co., N. Y.

C. A. Briggs Co., Cambridge, Mass. (H-B cough drops), 26 *sa*, thru Horton-Noyes Co., Providence.

Crowell Publishing Co., New York (Woman's Home Companion), 52 *sp*, thru McCann-Erickson, N. Y.

Ex-Lax Inc., Brooklyn (proprietary), 130 *ta*, thru Joseph Katz Co., N. Y.

Larus & Bros. Co., Richmond (Edgeworth, Domino), 13 *sp*, thru Warwick & Legler, N. Y.

Thomas J. Lipton Inc., Hoboken (tea), 130 *sa*, thru Young & Rubicam, N. Y.

White Laboratories, New York (Feenamint), 75 *sa*, thru Wm. Esty & Co., N. Y.

WNEW, New York

Welch Grape Juice Co., Westfield, N. Y., 5 *sa* weekly, 35 weeks, thru H. W. Kastor & Sons, Chicago.

Policyholders Advisory Council, New York, 11 *sp* weekly, 37 weeks, thru Robert J. Roberts, N. Y.

Feminine Products, New York (Arrid), 3 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.

Successful Living Magazine, New York, 3 *sp* weekly, 52 weeks, thru Metropolitan Adv. Agency, N. Y.

Madison Personal Loan Co., New York, 11 *sp* weekly, 36 weeks, thru Klinger Adv. Corp., N. Y.

CJCA, Edmonton, Alta.

Canada Dry Ginger Ale Ltd., weekly *t*, thru J. M. Mathes Inc., N. Y.

Imperial Tobacco Co., Montreal (Vogue Fine Cut), 6 *ta* weekly, thru Whitehall Broadcasting Ltd., Montreal.

Tuckett Ltd., Hamilton, (Wings cigarettes), 24 *ta* weekly, through MacLaren Adv. Co., Toronto.

J. B. Williams Co. (Canada) Ltd., Montreal (Williams Shave Cream), weekly *t*, thru J. Walter Thompson Co., Montreal.

KGKO, Dallas-Fort Worth

Mohr Chevrolet Co., Dallas, 6 *sp* weekly, direct.

Pi-Do Co., Dallas (ready-mixed dough) weekly *sp*, thru Harry McMains, Dallas.

Dixie Poultry Farm and Hatchery, Brenham, Texas (chickens), 6 *sp* weekly, direct.

WHK, Cleveland

Wander Co. (Ovaltine), weekly *sa*, thru Blackett-Sample-Hummert, Chicago.

Swift & Co., Chicago (Sunbrite), 3 *ta* weekly, thru Stack-Goble Adv. Agency, Chicago.

Z
ALEXANDER

"Not only that, but when you buy KGIR, Butte, you get KPFA, Helena, and KRBM, Bozeman—FREE!"

Pd. Adv.

WCCO, Minneapolis

Armstrong Cork Co., Lancaster, Pa. (Quaker rugs), 3 *t* weekly, thru BBDO, N. Y.

Sears Roebuck & Co., Chicago (mail order), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

J. A. Folger & Co., Kansas City (coffee), 5 *t* weekly, thru Lord & Thomas, N. Y.

J. C. Penney Co., New York (retail), 5 *t* weekly, thru Pedlar & Ryan, N. Y.

Mantle Lamp Co., Chicago, weekly *sp*, thru Presba, Fellers & Presba, Chicago.

International Harvester Co., Chicago, (farm implements), 6 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.

Oshkosh Overall Co., Oshkosh, Wis., 3 *t* weekly, thru Ruthrauff & Ryan, Chicago.

Pinex Co., Fort Wayne (cough syrup), 3 *t* weekly, thru Russell M. Seeds Co., Chicago.

Bristol-Myers Co., New York (Ipana), 5 *t* weekly, thru Pedlar & Ryan, N. Y.

Keystone Steel & Wire Co., Peoria, Ill. (fences), weekly *t*, thru Russell Seeds Co., Chicago.

Bauer & Black, Chicago (first aid products), weekly *sp*, thru Ruthrauff & Ryan, N. Y.

Loose Wiles Biscuit Co., Long Island City, 3 *sp* weekly, thru Newell-Emmett, N. Y.

Land O'Lakes Creameries, Minneapolis, 5 *sp* weekly, thru Campbell-Mithun, Minneapolis.

Purity Baking Co., St. Paul, 5 *sp* weekly, thru Campbell-Mithun, Minneapolis.

Columbia Recording Co., Bridgeport, Conn., 5 *sp* weekly, direct.

Dr. Hess & Clark, Ashland, O. (livestock spray), weekly *sp*, thru N. W. Ayer & Son, Phila.

Procter & Gamble Co., Cincinnati (Oxydol, Dreft), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

Procter & Gamble Co., Cincinnati (Crisco), 5 *t* weekly, thru Compton Adv., N. Y.

Northwestern Yeast Co., Chicago, 6 *sa* weekly, thru Hays MacFarland & Co., Chicago.

Oyster Shell Products Co., New Rochelle, N. Y. (poultry feed), weekly *sa*, thru Brown & Thomas, N. Y.

Ludens Inc., Reading, Pa. (cough drops), 5 *sa* weekly, thru J. M. Mathes Inc., N. Y.

Reid Murdoch & Co., Chicago (canned food), 5 *sa* weekly, thru Rogers & Smith, Chicago.

Smith Bros., Poughkeepsie, N. Y. (cough remedies), 7 *sa* weekly, thru J. D. Tarcher & Co., N. Y.

Bulova Watch Co., New York, 7 *sa* daily, thru Biow Co., N. Y.

KOMA, Oklahoma City

Great Western Sugar Co., Denver, 645 *sa* (renewal), thru McCann-Erickson, Denver.

Borden's Milk Co., Oklahoma City, 18 *sa*, thru Tracy-Locke-Dawson, Dallas.

White King Soap Co., Los Angeles, 78 *sa* (renewal), thru Raymond R. Morgan Co., Los Angeles.

Ex-Lax Inc., Brooklyn, 130 *ta* (renewal) thru Joseph Katz Co., N. Y.

Penick & Ford, New York (My-T-Fine dessert), 104 *ta*, thru BBDO, N. Y.

Wander Co., Chicago (Ovaltine), 2 *sa*, thru Blackett-Sample-Hummert, Chicago.

Custodian Toiletries Co., Chicago (cosmetics), 73 *ta*, thru H. W. Kastor & Sons, Chicago.

RCA-Victor Co., Camden (records), 13 *sp* (renewal), direct.

WJZ, New York

Chas. B. Knox Gelatin Co., Johnstown, N. Y., 2 *sp* weekly, thru Kenyon & Eckhardt, N. Y.

West Disinfecting Co., Long Island City, N. Y., 2 *sp* weekly, thru Moser & Cotins, N. Y.

KOA, Denver

Brown & Williamson Tobacco Corp., Louisville (Bugler tobacco), 2 *t* weekly, thru Russell M. Seeds Co., Chicago.

Radio Advertisers

CLIMAXING its fourteenth consecutive year of football sponsorship on the Pacific Coast, Tide-Water Associated Oil Co. sponsored a play-by-play account of the annual East-West Shrine All-Star football game in San Francisco New Year's Day. The game was carried over the entire Pacific Coast network of 32 Mutual-Don Lee stations and KGMB, Honolulu and KHBC, Hilo. It also was released to WNEW, New York; WIND, Chicago; KQV, Pittsburgh; WAAB, Boston; WRNL, Richmond, Va.; KCMO, Kansas City. Doug Montell described the action while Mel Venter handled the pre-game and half-time color.

SAFEWAY STORES, Oakland, Cal., recently launched a five-minute program, *Frost Warnings* over 10 stations of the Don Lee-Mutual network in California, every morning. Account placed through Lord & Thomas, San Francisco.

LYMAN AGENCIES, Montreal (dyes and creams), on Jan. 1 started the program featuring household hints by Mrs. Aitkin and Horace Lapp's orchestra which has been on CFRB, Toronto, for the past six years, on that station five times weekly. Ronalds Adv. Agency Ltd., Toronto, placed the account.

ROE FARM MILLING Co., Atwood, Ont. (poultry and livestock feeds) on Jan. 1 started daily farm stock reports on CKNX, Wingham, Ont., and CJCS, Stratford, Ont. Ronalds Adv. Agency, Toronto, placed the account.

AFTER two years on CJRC, Winnipeg, Coca-Cola switched its five-weekly *Singin' Sam* show to CKY, Winnipeg, starting Jan. 1, 1940. D'Arcy Adv. Co., Toronto, placed the account.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont., (canned foods) on Jan. 3, started four-weekly transcribed quarter-hour *Donald Novis Sings* on CKLW, Windsor; CHSJ, St. John, N. B.; CHNS, Halifax; CKY, Winnipeg; CFCF, Montreal; CKAC, Montreal; CBO, Ottawa; and five weekly on CFRB, Toronto; CBL, Toronto. McConnell Eastman & Co., Toronto, placed the account.

J. W. BURLESON & SONS, Waxahachie, Tex. (Burleson's Honey) and Naughton Farms, Waxahachie (nursery) are now participating sponsors in the *Barbara Brent* program for women on WFAA, Dallas, daily, except Sunday. The new sponsors bring the total participating in the program to four, the others being Ballard & Ballard Co. (Ovenready Biscuits) and Northwestern Yeast Co. (Maca Yeast).

CANADIAN National Carbon Co., Toronto, (dry cell batteries) on Jan. 1 renewed daily transcribed dramatized spot announcements on CFGP, Grande Prairie, Alta.; CKX, Brandon, Man.; CFCN, Calgary, Alta.; CJCA, Edmonton, Alta.; CHAB, Moose Jaw, Sask.; CJOC, Lethbridge, Alta.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.; CFAR, Flin Flon, Man. The campaign is to be extended later in the year to Eastern Canada. Clark Locke, Toronto, placed the account.

NATIONAL BREWERIES, Montreal (ale), features skiing in a new campaign started on CFCF, Montreal, on Jan. 5. With week-end skiing in vogue in Eastern Canada, the quarter-hour program goes on Friday evenings, Saturday mornings and Saturday evenings with latest reports on snow conditions in skiing territory for the weekend. Account was placed by J. Walter Thompson Co. Ltd., Montreal.

Anderson to Gen. Mills

HARRY F. ANDERSON, onetime NBC western division sales manager, has discontinued his recently organized public relations firm in San Francisco to head the public relations department of General Mills, Minneapolis. Henry A. Bellows, former Federal Radio Commissioner and former CBS vice-president, who for the last two years has been director of public relations for General Mills, died in Minneapolis Dec. 29.

LLOYD K. HILLMAN, Los Angeles (autos and financing(, a consistent user of Southern California radio, on Jan. 7 started a 52-week weekly one-hour variety show, *Hillman Hour*, on KFWB, Hollywood. Program features Fred Keating, film actor; Martha Tilton, vocalist; George Jay, interviewer; Leon Leonarid's orchestra, assisted by Bobby Sherwood, with Gary Breckner as announcer and m.c. Firm is also using a weekly one-hour program of recorded music on KFVD KRKD KIEV and a similar two-hour show on KMTR. Ted Dahl Adv. Agency, Los Angeles, has the account.

FONTANA FOOD PRODUCTS Co., San Francisco, recently contracted for sponsorship of the transcribed program *This Is Magic* twice weekly on KFRC, San Francisco. The program dramatizes and explains magic tricks and offers home tricks to listeners. Account placed through Brewer, Weeks Co., San Francisco.

CERTIFIED MOVERS Assn., Los Angeles (moving and storage), new to radio, on Feb. 19 will start participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Raymond R. Morgan Co., Hollywood, has the account.

STEPHANO BROS., Philadelphia (Marvel cigarettes), no Jan. 23 starts the *Don Large Chorus* on WJR, Detroit, 6:15-6:30 p.m., Tues., Thurs., Sat. The chorus, consisting of 14 singers, was featured on the *Ford Summer Hour* and since the fall schedule started for that program the group has made thrice-weekly sustaining broadcasts on WJR. Aitkin-Kynett Agency, Philadelphia, handles the account.

PUREPAC Corp., New York, on Jan. 8 added WNEW, New York, to its campaign of seven spot announcements weekly for Flemex cough remedy on four New York stations, WMCA, WHN, WINS and WAAT. Klinger Adv. Corp., New York, is agency.

FIRST FEDERAL SAVINGS & Loan Assn., Phoenix, for the fourth consecutive year has renewed its weekly quarter-hour *Arizona Cavalcade of Builders* on KTAR, that city. Elizabeth Toohey, formerly State historian, writes the series.

PETER FOX BREWING Co., Chicago (beer), has started thrice-weekly one-minute spot announcements on WXYZ WJIM WELL WFDF WOOD WBCM WKBZ. Schwimmer & Scott, Chicago, handles the account.

TUCKETT'S Ltd., Hamilton, Ont., (Wings Cigarettes) started on Jan. 1 four-daily transcribed spot announcements on 40 Canadian stations. MacLaren Adv. Co., Toronto, placed the account.

30TH ANNUAL National Orange Show, to be held for 10 days starting March 14 in San Bernardino, Cal., will use radio in addition to newspaper and outdoor advertising. Chet Crank Inc., Los Angeles, is agency.

JOSEPH M. GREELEY, formerly advertising manager of Quaker Oats Ltd. in England, has been appointed advertising manager of the H-O division of Hecker Products Corp., New York, extensive user of radio.

UP Again!

• WWVA •

For the seventh straight year the famous WWVA JAMBOREE beats the previous year's total!

For 1939 the turnstile clocked . . . .

118,088

PAID ADMISSIONS

Staged Every Saturday Night
52 Weeks a Year for 7 Years

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

He Brings "Your Morning Mail"—BOB POOLE

Starting at Guilford College, North Carolina, in 1935, Bob Poole whittled out a wooden microphone and practised announcing before his mirror. . . .
Leaving Guilford, Bob entered the University of North Carolina, at Chapel Hill, and each weekend hitch-hiked back to Greensboro just for the experience of making station identifications. . . .
Now, Bob Poole conducts YOUR MORNING MAIL, from 6 a. m. until 8 a. m. daily over WBIG, in Greensboro, one of the most outstanding morning programs in the country, with the same enthusiasm and interest . . . . he sells the goods! Bob hits them where they live, and—like it or not — they all listen. . . .
By far the greatest mail puller, this participating show has brought more than the expected results to every client.

There are a few spots left on YOUR MORNING MAIL. Write today for full information and participating rates, 6 a. m. to 8 a. m.

COLUMBIA CBS AFFILIATE

5000 WATTS DAY
1000 WATTS NIGHT

WBIG
in Greensboro, N.C.

Edney Ridge, *Director*
George P. Hollingbery Co.
National Representatives

FOR SALE

NEWS PERIOD

OVER

KFBB

GREAT FALLS
MONTANA

•

10:00 to 10:15 P. M.
Daily Except Sunday

•

31,000 RADIO FAMILIES LISTEN TO THIS NEWS

•

Representatives:
WEED & COMPANY

STANDARD STORAGE GARAGES, Los Angeles, one of the largest used car dealers in the United States, has substantially increased its 1940 radio advertising budget, and on Jan. 1 renewed for 52 weeks the six-weekly, 60-minute recorded *Swing Session* on KFWB, Hollywood. Firm in addition has renewed a similar three-hour Sunday morning program on that station and also a two-hour session of the same show on KFOX, Long Beach, Cal. The latter programs are broadcast simultaneously through facilities of Radio Central in downtown Los Angeles, with Peter Potter as m. c. Standard Storage Garages, will also use other Los Angeles area stations during the year, placing through Ivar F. Wallin Jr. & Staff, Los Angeles agency.

CHICAGO TECHNICAL College, Chicago, has started a quarter-hour Sunday afternoon show on WMAQ, Chicago, titled *College Melodies*. The show features chats on educational opportunities by Dr. F. Brown of the school staff and NBC Thesaurus music. Critchfield & Co., Chicago, handles the account.

Colgate Promotions

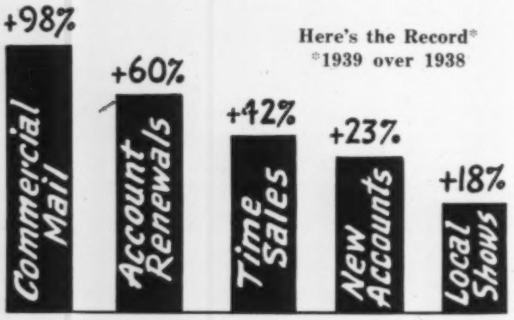
ROY W. PEET, advertising manager of Colgate-Palmolive-Peet Co., Jersey City, has been advanced to the position of advertising director, a newly-created position. Hugh McKay, in charge of European advertising in Paris, has been appointed advertising manager of the toilet articles department. Robert E. Healy, formerly Mr. Peet's assistant, has been named advertising manager of the soap department.

BULOVA WATCH Co., Toronto, has renewed on 35 Canadian stations for 1940. MacLaren Adv. Co., Toronto, placed the account.

ON AGENCY LISTS IN THE FARM BELT

IT'S KMA BY A MILE!

Ask any agency time buyer in the farm belt (Des Moines, Omaha, Kansas City) and he'll tell you that KMA is tops for selling the rich farm market.



Here's the Record*
*1939 over 1938

With agency men who live in the farm belt, testing the farm market is axiomatic with using KMA and its rural audience (primary) of over a million.

The Number One Farm Station in the Nation's Number One Farm Market.

MARK IT NUMBER ONE ON YOUR LISTS, TOO

KMA 930 kc.

SHENANDOAH, IOWA
5,000 Watts l.s. — 1,000 night
REP. BY HOWARD H. WILSON CO.

WCAR Uses WJR

WHEN the new WCAR, Pontiac, Mich., went on the air last month, its operators purchased a 15-minute evening spot on WJR, Detroit, 25 miles away, at full card rates to introduce themselves to the audience. The WJR orchestra was used, with Stanley N. Schultz, WCAR program director, acting as m.c. and paying high tribute to Leo J. Fitzpatrick, WJR general manager, for his cooperation in helping the budding new enterprise go on the air. The WJR general manager had furnished much friendly guidance for the Pontiac station, which operates with 1,000 watts daytime on 1100 kc.

WLW Names Robinson

WILLIAM P. ROBINSON, a member of the sales staff of WSAI, Cincinnati, since Nov. 1, 1938, has been appointed a special sales representative of WLW, according to an announcement by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Mr. Robinson, in radio work for the last 12 years, will work with the sales staff of Transamerican Broadcasting & Television Corp., WLW national representatives, in contacting advertising agencies and clients. His work will be concentrated chiefly in Chicago, New York and Cleveland. The appointment, Mr. Shouse emphasized, in no way changes the present status of Transamerican.

Mr. Robinson

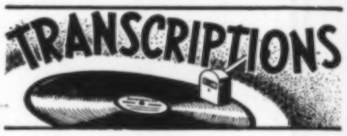
Book on Recording

RECORDINGS and the various methods of making electrical transcriptions form the subject matter of *Techniques of Recording, A Practical Handbook on Recording*, which has been published by F. H. Goldsmith and V. G. Geisel, of Electro Sound Products Co., Chicago recording and equipment firm [Gamble Hinged Music Co., $1.25]. Slanted for non-technical readers, the book discusses recording techniques in lay language. Recording heads, styli, turntables and needles form four of its 16 chapters while a section of the book discusses processed records, dubbing, fidelity of tone and off the air recordings. Charts and diagrams used in the book total 14. Mr. Goldsmith began his career as a recording engineer with Victor Talking Machine Co. in 1925 and from 1928-31 served as manager of Victor's Japanese office. He later joined RCA Mfg. Co. Mr. Geisler, co-author, has spent the last 15 years in the non-technical phase of the recording business as a distributor and salesman.

Buys Publicity Service

IRVING PARKER, for three years a stockholder and Hollywood manager of Earle Ferris' Radio Feature Service Inc., has purchased the West Coast division of that organization and on Jan. 5 started operating as Irving Parker, Radio Feature Service Inc., with headquarters continuing at 1680 Vine St. Dick Mooney, for the last six years managing editor of the Earle Ferris organization in New York, who resigned that post Dec. 1 has joined Parker as vice-president. He is in charge of the New York office at 424 Madison Ave., operating under the firm name of Mooney & Parker.

TRANSCRIPTIONS



ORIGINATED by F. J. Lacey, advertising manager of the Tampa Electric Co., and used first by that firm, the transcription series *Leisure House*, syndicated by Mertens & Price Inc., Los Angeles, now has the following among its sponsors: Savannah Electric Co., El Paso Electric Co., Knoxville Electric Power Co., San Diego Consolidated; Mississippi Power & Light Co., Jackson and Vicksburg; Kansas Power Co.; Southwestern Public Service Co., Amarillo and Pampa, Tex.; Gulf States Utilities, Beaumont.

MEMBERS of National Ice Advertising, through Donahue & Coe, New York, have been offered a series of 26 quarter-hour programs, recorded by NBC Orthacoustic, featuring new and old favorite melodies under the title *Time Out With Allen Prescott*. Also available to NBC *Thesaurus* subscribers during January is the 13-episode dramatic series, *Pleasantdale Folks*, based on the work of the Federal Social Security Board.

RADIO Artists of Hollywood Inc., new West Coast production and transcription concern, has been formed with headquarters at 5505 Melrose Ave., Hollywood. M. J. Mara heads the firm as president. Stock is owned exclusively by participating talent who plan to produce live as well as transcribed serials. The group has completed a 39-episode quarter-hour adventure serial, *Klondike*, written by Hector Chevigney.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WGH KVIC KWBG WROK WRTD WTAR WMBR WHBY WAGF WKAT WRAK.

SCRIPT from the transcribed program, *That Was the Year—1898*, will be used by W. E. Compton Camp No. 14, United Spanish War Veterans, West Palm Beach, Fla., during its Maine Day observance Feb. 15. Event will mark the historic sinking of the battleship *Maine* in Havana harbor. Permission to use the script was granted by Radio Transcription Co. of America, Hollywood, producers of the transcribed series currently sponsored on WJNO.

AEROGRAM Corp., Hollywood production and transcription firm, has purchased radio rights to the *Zorro* character created by Johnston McCulley, author and playright. Immediate production of the first series of 65 quarter-hour transcribed episodes is planned and will be supported by an intensive merchandising campaign.

RADIO NEWSREEL PRODUCTIONS, Hollywood production and transcription concern, has appointed stations in key cities throughout the United States, which are equipped with recording apparatus, to act as special representatives. These stations will record spot news and special events happening in their vicinity and air-mail same to Hollywood to be edited and rerecorded into programs for general release.

Neutral Normalcy

INDICATION that broadcasters of neutral countries are returning to normal entertainment programing is indicated by orders received recently by Heroservice, Paris, France, for script shows of the Heroservice script library, according to Herbert Rosen, head of the organization. Among stations ordering shows within the last few weeks are Radio Lausanne, Switzerland; VARA in Hilversum, Holland; Palestine Bcstg. Service, and VARO, Amsterdam, Holland.

ASCAP Waging Good-Will Drive

Sends Orators on the Road; Broadcasters Attacked

IN WHAT appears to be a new tack in its anti-radio propaganda campaign, ASCAP has embarked upon use of the forensic platform of local fraternal organizations to spread the gospel of the purported downtrodden song-writer. Frederick V. Bowers, song-writer, recently has appeared before Lions clubs in both Macon and Norfolk, ostensibly to entertain with songs.

In each instance, it is reported, he unexpectedly launched into an attack on the broadcasting industry and criticized its position in connection with the radio-ASCAP controversy. The old wheeze about stations trying to use the genius of song-writers without payment was repeated. It was reported that his talks violated the rule against controversial subjects in force in the Lions clubs order.

Mr. Bowers' forays coincided with recent announcement by ASCAP of the appointment of two "ambassadors"—sons of executives of the Society—to visit stations for good-will purposes. How widespread the new campaign will become was not indicated, though in the instances reported, the effect of the diatribes were negatived, by broadcasters.

In Norfolk on Dec. 6, after Mr. Bowers had burst forth, Campbell Arnoux, general manager of WTAR, was invited by the Lions Club to discussed the other side of the dispute and spoke Jan. 3. Mr. Arnoux reviewed the entire ASCAP structure and its method of license, told the Lions about the antiquated copyright law with its $250 innocent infringement proviso, and detailed the plan for the organization of Broadcast Music Inc.

In Macon, newspapers played up the so-called humanitarian end of ASCAP. Mr. Bowers was billed there as good will representative of ASCAP and made a plea that broadcasters not be allowed to change the law and take a living away from the song-writers. He had been introduced as a member of the New York City Lions Club and had been recommended to the Macon Lions by the organization in Winston-Salem.

In the questioning that followed, however, Mr. Bowers fell back several times on "that is up to the executives" when asked regarding charges made to hotels and restaurants as opposed to radio.

Bill to Merge Copyright Laws

(Continued from page 28)

public performance of the recording of their interpretation.

The committee explained there were objections to this suggestion, and that there is opposition to giving copyright in recordings "for they are not commonly creations of literary or artistic works but users of them."

Among other highlights of the bill as described by the committee were extension of the duration of copyright for the life of the author and 50 years after his death, conforming with the universal practice, and divisibility of copyright sought by the authors.

Regarding claims and demands of users, the committee said a number of other provisions were enacted. These included recordation of grants to use a copyrighted work under which not only original ownership of copyright but a complete record to the public and to users of rights granted by the author would be available; provision of certain non-infringing uses of copyrighted works designed to protect public interest; placing of a three-year limitation over civil and criminal actions; indexing and publication of a monthly catalog of grants and provisions relating to the rights of labor.

With regard to the interests of the public, the committee called attention to new provisions which would give permission for the performance of musical compositions for charitable purposes; permission for the incidental and not reasonably avoidable conflict of a copyrighted work in the depiction or representation of current news events provided this exemption shall not be extended to any use for advertising purposes.

Minimum Damages

In commenting on the proposed new minimum statutory damages provisions, particularly in connection with multiple infringements, the committee pointed out that broadcasters opposed it in toto and asked that it be deleted. Instead the broadcasters proposed that such damages be on the basis of not less than $150 nor more than five years for all infringements by any one infringer up to the date of suit as shall in the opinion of the court be sufficient to prevent their operation as a license to infringe and shall be just, proper and adequate, in view of the circumstances in the case. It asked that there be added the proviso that minimum damages shall not apply to infringements by broadcasting or television, and that an infringing performance by broadcasting or television transmitted simultaneously by two or more stations shall constitute a single infringement and shall be regarded as the act of one infringer. This would definitely provide for what is tantamount to "clearance at the source".

Senator Thomas, in introducing the bill, asked that not only the bill but cross-references by the committee amplifying the proposals also be published in the *Congressional Record* in parallel columns. He pointed out there are a great number of conflicts in regard to this "very intricate matter" and that the document will be studied not only by the Committee on Patents but by all those interested in the law.

Radio Promotion Listed For Retailer Discussion

THE USE of radio as promotion for retailers will be the subject of the Jan. 17 session of the 29th annual convention of the National Retail Dry Goods Assn., to be held Jan. 15-19 at the Hotel Pennsylvania, New York. The theme of the session will be "Information Please—Radio for Retailers?" and will be conducted under the chairmanship of Willard H. Campbell, publicity director of G. Fox & Co., Hartford. For the past several weeks the NRDGA has requested department stores all over the country to submit questions they would like discussed.

A resultant number of 20 to 30 questions have been scheduled under the four headings: Retail radio programs; merchandising over the air; cost of radio advertising, and current sales results from radio. Answers to the questions will be given by a group of department store executives who have successfully used radio as an advertising medium.

WBAL
means business
in Baltimore

"Roar with the Roaring Forties!"

IF YOU HAVE OR WANT A UTILITY ACCOUNT*

and you want a plan that will go "Click, Click, Click," right from the jump, wire today for free samples of

"Leisure House!"

the custom-built recorded radio program the whole electrical industry is talking about.

Built by advertising men, for advertising men, to do a specific job, for a specific industry,—it's doing that job, and how!

55% increase in major appliance sales for Tampa Electric . . . 30% gain the first month in Knoxville. Every original sponsor repeating. Ladies fighting to get into LEISURE HOUSE cooking schools and sales demonstrations.

For the first time here is the fascinating story of ELECTRICAL SERVICE dramatized. 50% domestic drama; 50% dramatized sales and service, 100% **entertainment!**

Never before a show like this . . . never before a time like this. 26 15-minute episodes, recorded, air-tested, ready. Don't wait, WIRE! Cash in on "The Fortunate Forties" with LEISURE HOUSE.

GEORGE LOGAN PRICE
MERTENS AND PRICE, Inc.
3923 West Sixth Street, Los Angeles

**Electric Power, Service, Appliances . . . Air Conditioning . . . Light Conditioning . . . Better Light-Better Sight . . . Kitcheneering . . . Home Planning, Financing, Building . . . Modernization . . . Home Management . . . Marketing . . . Menu-Building . . . Diet . . . Child Care . . . Domestic Relations.*

WIBC

"INDIANA'S FRIENDLY STATION"

Has A Greater Listening Audience (Daytime) Than Any Other Central Indiana Station

Howard Wilson Co.
Nat. Reps.

WIBC
INDIANAPOLIS
1000 Watts -- 1050 kc

Agencies

ANNOUNCEMENT has been made that the Affiliated Advertising Agencies Network has completed its Pacific Coast membership. It now includes Robert B. Young Adv. Agency, San Francisco; Adolph Bloch Adv. Agency, Portland; Gordon Smith Adv. Service, Yakima, Wash., and Carl W. Art Adv. Agency, Seattle. The network is a national organization of Ellis Plan agencies functioning cooperatively.

RALPH AMES, president of the Ames-Hard Co., San Francisco agency, has announced opening of a Los Angeles office at 426 South Hill St. Harold W. Cheshire, formerly of Chicago, has been placed in charge.

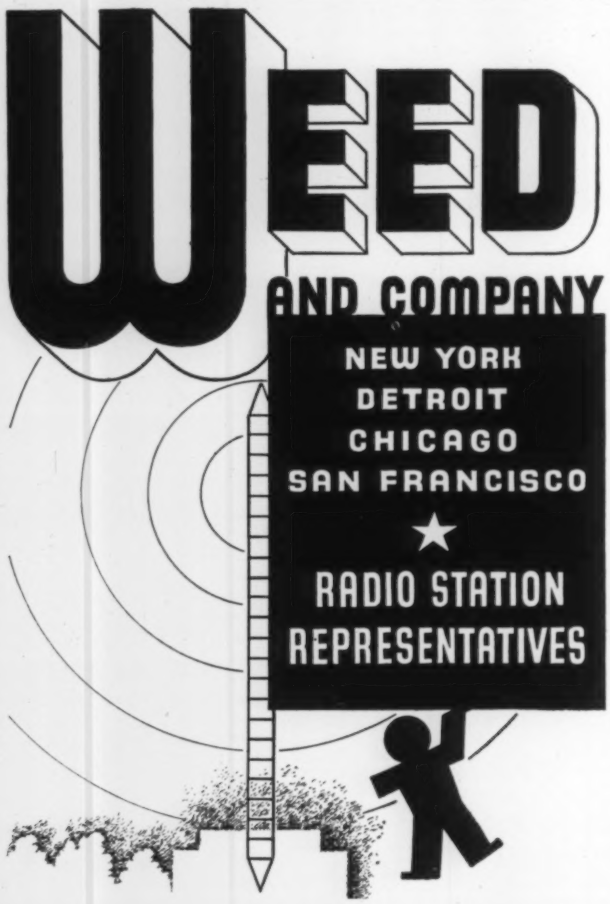
RALPH W. ANDREWS, formerly with Pacific National Adv. Agency, recently joined James R. Lunke & Associates, Seattle.

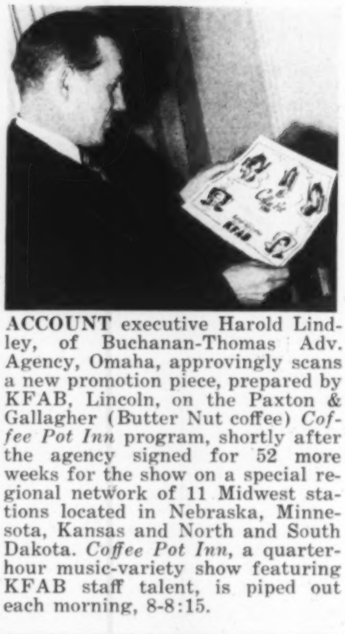
FRANCIS TODHUNTER, art director of McCann-Erickson, San Francisco, recently was awarded first prize at the Bay Region Art Assn. annual showing at the Oakland Art Gallery for his canvas, "Marin Dairy Farms".

E. SCHUYLER ENSELL, former timebuyer of BBDO, New York, on Jan. 15 is joining International Radio Sales, New York. He will be succeeded at BBDO by Joe Hornsby, formerly in the agency's marketing department.

DUNCAN JENNINGS, commercial representative at KTAR, Phoenix, Ariz., has joined Logan & Rouse Adv. Agency, Los Angeles.

ROBERT M. CROSIER, formerly of WFBL, Syracuse, N. Y., and WGY, Schenectady, has joined Flack Adv. Agency, Syracuse, as manager of the radio department.


WEED AND COMPANY
NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO
★
RADIO STATION REPRESENTATIVES



ACCOUNT executive Harold Lindley, of Buchanan-Thomas Adv. Agency, Omaha, approvingly scans a new promotion piece, prepared by KFAB, Lincoln, on the Paxton & Gallagher (Butter Nut coffee) *Coffee Pot Inn* program, shortly after the agency signed for 52 more weeks for the show on a special regional network of 11 Midwest stations located in Nebraska, Minnesota, Kansas and North and South Dakota. *Coffee Pot Inn*, a quarter-hour music-variety show featuring KFAB staff talent, is piped out each morning, 8-8:15.

DAN B. DAVIES, former manager of the Westinghouse Electric Co.'s theatre at the 1939 New York World's Fair, has joined Fuller & Smith & Ross, New York, agency handling the Westinghouse account. Mr. Davies will assist S. J. Andrews, radio director of the agency, on the new Westinghouse *Musical Americana* program which starts Jan. 25 on NBC-Blue.

BENTON & BOWLES, Chicago, has expanded its office quarters to occupy the entire 34th floor of the Palmolive Bldg. H. H. Jaeger has been added to the agency staff in an executive capacity, and Estelle Mendelsohn recently joined the creative staff.

GWYNNE A. PROSSER, former educational secretary of the New York chapter of the American Institute of Banking, has been named personnel manager of McCann-Erickson, New York.

McCANN-ERICKSON, New York, has opened an office at 10 Pryor St., Atlanta, with Robert H. Scott, formerly of Eastman, Scott & Co., Atlanta, in charge.

It's Gay in St. Louis

For five years the voice of Carol Gay has entered St. Louis homes with a message for women. Today "Carol Gay" is the foremost feminine name in St. Louis radio. Her "This Woman's World" brings to KWK listeners in the Nation's 9th Market, five times weekly, a colorful and varied quarter hour of news and comment on subjects important in the world of women. Miss Gay presents in an interesting and entertaining manner the woman's side of the news, comments on fashion and the stage, reviews books and interviews visiting celebrities.

Miss Gay's programs SELL. Five years in radio with a background of sales promotion work for one of the country's leading department stores lend an unusual sales intelligence to her program.

"This Woman's World" is now available for sponsorship. Call the Paul H. Raymer office.

Pd. Adv.

TO GIVE Hollywood radio and agency men an opportunity to meet informally and discuss problems of mutual interest, Alpha Delta Sigma, national professional advertising fraternity, has formed a Wednesday luncheon club which meets at the Gourmet Restaurant, 6534 Sunset Blvd., that city. Edward E. Keeler, Los Angeles representative of the *Christian Science Monitor*, is president. John A. Stewart, NBC Hollywood account executive; William D. Shaw of CBS Hollywood public relations staff and John Donaldson Jr., of Lord & Thomas, that city, have been active in organizing the new group, which has guest speakers each week.

F. A. HUGHES Co. is the new name of the Rochester, N. Y., agency formerly known as Hughes, Wolff & Co. F. A. Hughes is president and treasurer of the new firm, and John P. McCarthy, secretary. No changes in personnel have been made and the agency's offices remain in the Taylor Bldg., Rochester.

CARL ZACHRISON has returned to the San Francisco office of N. W. Ayer & Son from the Honolulu office, where he was directing publicity. He has been succeeded in the Islands by Donald Long, transferred from Ayer's New York office.

TOM HARRINGTON, radio department head of Young & Rubicam, New York, was in Hollywood during early January for conferences with Joe Stauffer, manager of the agency's production office.

RANDALL E. BROOKS, formerly of the Gulf Publishing Co., New York, has joined Compton Adv. New York, as a member of the merchandising staff. Edward J. Rohn, formerly of the media department of Cecil & Presbrey, New York, has joined the media department of Compton Adv.

WEILL & WILKINS, New York advertising agency, reports that it has filed dissolution papers with the Secretary of State, as of Dec. 30, 1939.

Mogul Forms Agency

EMIL MOGUL, former secretary and treasurer of Austin & Spector, New York, has announced the personnel and radio accounts of his new agency, the Emil Mogul Co., located at 625 Madison Ave., New York, with telephone Eldorado 5-1756. Alfred Paul Berger, former head of copy at Austin & Spector, holds the same position with the new agency; Seymour J. Salzman is art director; James Hagen, formerly of the E. W. Hellwig Co., is production manager, and Helen Monroe is space buyer. Mr. Mogul will handle the radio accounts, which are Barney's, New York (men's clothes), Fruit Wine Co. of America, and Man-o-War Publishing Co.

Named Kastor V-P's

ROBERT G. JENNINGS, radio director of H. W. Kastor & Sons Adv. Co., Chicago, and William H. Kearns, account executive for Teel, Proctor & Gamble Co.'s liquid dentifrice, handled by Kastor, have been appointed vice-presidents of the agency. Mr. Jennings was formerly vice-president of the Crosley Corp., Cincinnati, and Mr. Kearns was formerly with Blackett-Sample-Hummert, Chicago.

EMIL BRISACHER & Staff, San Francisco, recently announced the following changes in personnel: Norton Jacobs, formerly production manager, appointed assistant account executive; Clark Pettit, formerly with Sears Roebuck & Co. named production manager; Malcolm Dewees, formerly Coast manager of Kelly, Nason & Winston, named publicity director.

LeRoy Hasenbalg Dies in Pittsburgh

A. LeROY HASENBALG, national spot representative of NBC in Pittsburgh, died at his home, 27 Woodlawn Ave., Crafton, Pa., Jan. 2. Mr. Hasenbalg, a pioneer in radio though only 36, joined WMAQ, Chicago, in 1925 when that station was still owned by the *Chicago Daily News*. He was in charge of studios and likewise served as announcer. When WMAQ was placed on a commercial basis early in 1927, Mr. Hasenbalg was assigned to the sales staff and continued as salesman until Nov. 1, 1931, when NBC purchased the station.

At that time he joined the sales department of NBC in Chicago, remaining there until July 1, 1933, when he was transferred to Pittsburgh as sales manager of KDKA. In 1935 he was appointed national sales representative of NBC with headquarters in Pittsburgh, continuing in that capacity until July 1, 1939, when he was placed in charge of national spot advertising originating in the Pittsburgh area.

Mr. Hasenbalg was born in Chicago May 10, 1903, and was educated at Lane Technical High School, Chicago, and Dubuque U. He is survived by his wife, Mrs. Frances Hasenbalg, a son Russell, 12, and a daughter, Patricia, 10, his parents, Mr. and Mrs. A. J. Hasenbalg of Devil's Lake, Wis., and a sister, Mrs. William S. Hedges of Scarsdale, N. Y., wife of the NBC stations vice-president.

Advertising Women's Course

RADIO will be the subject of the Jan. 22 session of the eleventh annual Survey-of-Advertising Course, which is sponsored by the Advertising Women of New York, to offer its members a "comprehensive study of advertising as an American industry." E. P. H. James, sales promotion manager of NBC, will address the members on "Radio as an Advertising Medium", after which they will be conducted on a tour of the NBC studios, and will be guests of the *Voice of Firestone* program.

TO COORDINATE the various services of the NBC Press Department and for the convenience of radio editors receiving its Daily News Report, the network's press division on Jan. 6 issued its news as a single sheet, illustrated with photographs, replacing the former 12 to 18 mimeographed sheets sent out daily. The new method will be tested for a time, while comments and suggestions are requested from radio editors as to its convenience.

Reps

ELDON HAZARD, assistant to Ned Midgley, time buyer of BBDO, New York, is resigning Jan. 15 to become assistant to Howard Meighan, eastern sales manager of Radio Sales, CBS subsidiary. Joe Hornsby, formerly in the agency's marketing department, will take over some of Mr. Hazard's work as well as some of the accounts handled by E. Schuyler Ensell, also assistant time buyer, who resigns Jan. 15 to join International Radio Sales, New York.

HEADLEY-REED Co. has been appointed national representatives of the new WHLD, Niagara Falls, N. Y., and WKIP, Poughkeepsie, N. Y., both backed by newspaper interests and both authorized for construction recently by the FCC. It is expected they will be in operation by early spring.

GEORGE W. BRETT and Gerald H. Gunst, executives of The Katz Agency Inc., radio and newspaper representatives, have been elected vice-presidents.

FURGASON & WALKER, national representative firm, announces its appointment as representative of WJAG, Norfolk, Neb.

CKOV, Kelowna, B. C., has appointed All-Canada Radio Facilities as exclusive representative.

Virgil Reiter Is Named As WFBM Representative

VIRGIL REITER & Co., representative firm, has been named national representative of WFBM, Indianapolis, according to announcement by Jesse L. Kaufman, president of WFBM. Mr. Reiter has opened a New York office at 22 W. 48th St. (telephone, Pennsylvania 6-2409) of which he was to assume active management Jan. 15. Arrangements for personnel in the firm's Chicago office had not been completed as BROADCASTING went to press. The firm will continue to represent WCAU, Philadelphia, which Mr. Reiter has represented in Chicago during the yast year.

Mr. Reiter is a veteran of 12 years in the representative business. After several years in charge of the Detroit and Chicago offices of Scott Howe Bowen Inc., he conducted his own representative business, relinquishing this activity to become vice-president of Transamerican. Last year he formed a partnership with Joe Spodea, formerly with Edw. Petry & Co., but this was dissolved last month.

AFTER three years on NBC-Pacific Red network, Albers Bros. Milling Co., Seattle (breakfast foods), canceled its weekly half-hour, *Good Morning Tonight*, and on Jan. 3 started a new dramatic serial, *A Show Without a Name*, on the same network, Monday, Wednesday, Friday, 3:15-3:30 p.m. A permanent title is sought through a listener contest, with fur coats as prizes. Toasting their three-year association on *Good Morning Tonight* after the concluding broadcast are (l to r) Gyula Ormay, orchestra leader; Marigold Cassin, radio director of Erwin, Wasey & Co., San Francisco, and Announcer Cliff Engle. The new program originates in the San Francisco NBC studios and features Monty Margetts, Donald Dudley, Charles Gerrard, Ruth Sprague and Kenneth Garcia. Erwin, Wasey & Co. handles the account.

BROADCASTING a special "fireside chat" over the Arizona Network, Gov. Robert T. Jones enlivened the talk by installing a piano in the executive suite at the capitol and having Marlene Ayres and Al Becker, KOY, Phoenix, staff singer and organist respectively, intersperse his remarks with music.

Guild Writers on Coast End Speculative Scripts

THE practice of gratis "speculative" writing and the selling of other than broadcast rights to any radio material without additional payment, will be discontinued by Hollywood writers as of Jan. 15, it was unanimously voted by Western Division of Radio Writers Guild at its Jan. 3 meeting in that city. Both measures are still to be voted on by the New York and Chicago units before becoming part of the RWG national constitution [BROADCASTING, Jan. 1]. A standard form of contract has been drafted by Leonard Janofsky, counsel, which will be used by all West Coast members of RWG in signing agency deals. RWG claims 80% of the recognized 300 radio writers in the Los Angeles area as members.

The New Big Money Crop —Soybeans

WSOY

Serves the World's Soybean Center— Central Illinois

$32,000,000 Soybean crop alone. Great corn and livestock center, too. Much manufacturing. Pop. area, ¾ million. Retail business up 12 to 17%.

WSOY *250 W.*

Decatur, Ill. *18 hours daily*

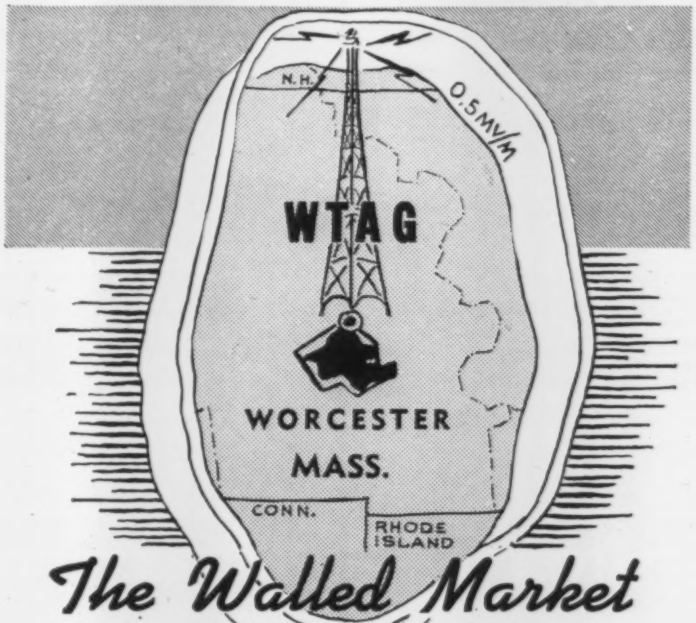
SPENDING 15% TO 20% TOO MUCH ON TELEGRAMS?

Find out by letting Postal Telegraph check your communications files! This free analysis has achieved *sensational* savings for others. Provides easy-to-follow, *permanent* plan to stop waste!

WRITE NOW:

For free telegraph file analysis—with no obligation to you, Address: Mr. Norman, Dept. 1, Postal Telegraph, 253 Broadway, New York City.

Postal Telegraph



WTAG alone gives primary coverage to this important market of three quarters of a million people. No other station, by a number of surveys, receives either listener or dealer preference. You need WTAG to get over the wall.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & COMPANY
INCORPORATED
National Representative

Purely PROGRAMS

TO SELL radio as an entertainment medium, WHLS, Port Huron, Mich., carries in addition to the Hollywood fashion news on Harmon Stevens' regular daily woman's broadcast a "radio program locater", calling attention to the highlight programs on Detroit stations. The "locater" list is broadcast after the statement: "We don't expect you to remain tuned to WHLS all day and night. There are many other good radio programs that you can and should hear. Here are some of the highlight programs that you will want to listen to on other stations."

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Serving
Connecticut
Day In—Day Out
A rich, responsive market of 1,548,109 people in WDRC's primary listening area.

BASIC STATION OF
COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

Discussion in Dallas

WFAA, Dallas, is extending the public forum discussion series, *You Might Be Right*, launched last October for 13 weeks, through 1940. The series is carried under joint auspices of WFAA, the *Dallas News* and the Civic Federation. The half-hour Sunday programs originate in Scott Hall at Civic Federation headquarters in Dallas before an audience, and are presided over by Elmer Scott, executive secretary of the federation. Main feature of the program is a discussion of some public question by recognized authorities from Southwestern universities and colleges. Two programs are devoted to each question, the first to discussing the issue and the second to answering questions listeners write in after hearing the first program.

* * *

Cash for Stumpers

MUSICAL quiz feature started recently by D&H Coal Co. on WGY, Schenectady, offers cash prizes of $10 to listeners able to stump the featured singing experts, the Landt Trio, by suggesting the title of a popular song, written in the last 30 years, which the trio cannot sing or hum. Another feature of the half-hour show is a studio contest during which the trio offers cash awards to studio listeners who can identify by title songs which they sing.

Selling the EYES... through the EARS

KGW builds sales for Columbian Optical Company

DR. SID G. NOLES is a well known Portland name. His Columbian Optical Company is a business institution in the Oregon country. Harnessing the power of radio salesmanship to the professional experience of his staff, Dr. Noles has increased his volume materially.

Columbian's 15 minute daytime radio program "Eyes of the World" is broadcast three times a week via KGW. Rounding out a year of special promotion over the air waves, Dr. Noles has the sales evidence before him when he says:

"KGW's thorough coverage has enabled us to tell our story to a wide-spread audience. We consider KGW a definite factor in our continually widening sphere of optical service."

MORAL: Do as the "home folks" do—sell your products or services to prosperous Oregonians over KGW or KEX.

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1160 KC
5000 WATTS
CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

'Bluebird Club'

ONE year ago, on Dec. 26, Kay Irion, pretty stenographer in the office of Josef Cherniavsky, musical director of WLW, Cincinnati, was injured so seriously that since then she has been confined to her home as an invalid. Her affiliation with radio, however, resumed Jan. 2 when she started a new program for shut-ins that will be broadcast twice weekly on WSAI, Cincinnati, direct from her residence. The program, *The Bluebird Club*, is of inspirational nature, with Miss Irion acting as a clearing house for the dissemination of ideas.

All Sorts of Weather

ORIGINATED from the Philadelphia office of the U. S. Weather Bureau, *The Voice of the Weather* started Jan. 8 as a daily 7:30 a.m. feature on WCAU, Philadelphia. The five-minute broadcasts elaborate upon the usual "fair and warmer" report by supplying reports on flying weather, road conditions due to weather, high and low pressure areas, general weather conditions, temperature reports, predicted storms, and a special report for the farm districts of Pennsylvania, Delaware and New Jersey.

* * *

More About People

SECOND series of dramatizations based on the premise that every individual is subject to various psychological twists started Jan. 12 when Dr. Harry D. Lasswell, lecturer on medical psychology, returns to NBC-Red with his *Human Nature in Action* programs. The series was heard first on NBC from May to August, 1939, following a suggestion by the educational committee of the NBC Advisory Council.

* * *

Midnight Solace

POEMS and passages pertaining to night, mingled with soothing chamber music and read by Ralph Knox, are carried on the new thrice-weekly 11:30-midnight feature, *The Clock Strikes Twelve*, on WGL, Fort Wayne, Ind.

KGVO

Dominates the largest wholesale center between Butte and Spokane.

Statistics prove it!
Advertisers know it!
Send for ALL the facts.

National Representatives
BURN-SMITH CO., INC.
New York and Chicago

5000 w. day • 1000 w. night

MISSOULA • MONTANA

Youth Before the Mike

COOPERATING with the local St. Louis Park Theatre, WCCO, Minneapolis, has started the new *Kiddie Kwiz* program, broadcast from the theatre stage Saturday afternoons. Children between the ages of 6 and 16 are called up from the audience to answer questions of varying cash value, ranging from 25 cents to a dollar. Each child questioned gets theatre passes also, and each one submitting a group of three usable questions receives two dollars if in attendance when the questions are used, one dollar if absent. An amateur child performer, chosen immediately after each show, appears on the following week's program. It is planned to revive the famous old *Twin City Kiddie Revues* with the talent thus uncovered. Watching the puzzled lad here are Eddie Gallaher, m.c. (left), and Toby Prin, 325-pound singing comedian, who takes the part of Tubby Toby.

* * *

Rural Background

DESIGNED as an extra farm service, WKRC, Cincinnati, on Jan. 15 started *Farm Front*, heard Mondays through Saturdays at 6:30 a.m. Conducted by Ralph Massey in conjunction with Carl Beebe, head of the Cincinnati office of the U. S. Dept. of Agriculture, the program features latest Washington news with a farm slant, weather and stock market reports, with the Friday programs set aside to answer questions sent in by farmers seeking information regarding problems confronting them on their land.

* * *

ONE MORE MILE
Of Dimes Solicited for Birthday Ball

THE NBC-*Washington Evening Star* "Mile o' Dimes" campaign, which last year raised more than $10,000 in contributions for the President's Birthday Ball fund to fight infantile paralysis, will be repeated in Washington Jan. 14-29, according to an announcement by Kenneth H. Berkeley, general manager of WRC-WMAL, Washington. The NBC-*Star* "Mile o' Dimes" stand again will be located directly in front of the entrance of the WRC-WMAL studios in the Trans-Lux Bldg., on a busy downtown corner.

Pointing out that the "Mile o' Dimes" campaign last year was credited with raising the largest individual contribution by a single organization in the entire country, Mr. Berkeley also announced that the national committee for the Birthday Ball celebration has made available to its entire organization the plans and campaign material used by WRC-WMAL in the Washington campaign. He also stated that other stations have announced their intention to sponsor a similar campaign and that NBC has issued to its stations a complete outline of plans, including diagrams for construction of the special stand.

Dollars for Answers

NATIONAL LEAD Co., San Francisco (Dutch Boy Paints), new to radio, through Erwin, Wasey & Co., that city, on Feb. 10 starts for 35 weeks a new type of quiz program, *The Answer Auction*, on 12 CBS West Coast stations (KNX KSFO KARM KOIN KIRO KVI KFPY KROY KOY KTUC KFBB KGVO), Sunday, 8-8:30 p.m. (PST). Series will originate from Hollywood with Tom Breneman as Andy the Auctioneer. Tom Hanlon will announce. Five contestants, chosen from the studio audience, will be given a credit of $2 each at start of the program. This will be used during the broadcast to purchase the right to answer questions. If an answer is correct, bidder receives a sum equal to his bid, which is added to the original $2. Wrong answers subtract from the original fund. Contestants retain whatever is left of their original $2, plus any winnings at end of program. In addition, a special prize is to be awarded weekly to contestant finishing the broadcast with the largest sum of money. Everett F. Tomlinson of the CBS Hollywood continuity department, originated the program idea.

* * *

Farmers at Mike

FARM and home quiz with farmers of two States competing was aired by WLS, Chicago, Jan. 10 during the Farm & Home Week celebrations at Purdue U, Lafayette, Ind. Farmers attending the celebration at Purdue U and at Illinois U chose two teams of five members each. The teams comprised one farm boy and girl, a farmer, a farmer's wife, a county agent and a county home adviser. Art Page, farm program director of WLS, claimed a "radio first" for a quiz show confined to farm questions.

* * *

Catholic News

PRESENTED by Catholic Youth Council on KSTP, St. Paul, the new *Catholic News* feature incorporates national Catholic news supplied by the National Catholic Welfare Conference News Service, in Washington, and Twin City and Northwest items gathered locally. KSTP feeds the program to Minnesota Radio Network stations, including KYSM, Mankato, KROC, Rochester, and KFAM, St. Cloud.

* * *

Peoria Service

FREE announcements of church, school, club and lodge parties and meetings are carried on the 10-minute five-weekly *Town Crier* program sponsored on WMBD, Peoria, Ill., by the Central Illinois Light Co. During the last six months 645 Central Illinois organizations used the service. The utilities company, sponsor of the program for the last five years, is planning to expand the feature to six days weekly.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Art a la Card

WHEN civis leader and society backers of Minneapolis' Walker Art Center wanted to impress the public that art is no longer highbrow stuff, they chose Clellan Card to make their point by officiating at opening ceremonies. Card, funny man of WCCO, Minneapolis, is famed in the Northwest for telling old jokes, talking about seeds and butter, labeling himself as the "working girls' friend". On the half-hour broadcast of the opening, homespun Mr. Card interviewed Gov. Harold Stassen, Mrs. George E. Leach, wife of the Mayor; D. S. Defenbacher, director of the Center; Clement Haupers, nationally known artist and other personalities. Florence Lehmann also conducted interviews on the WCCO program with men and women working in the various studio workshops of the Center.

MISSED THE MADAM

Fulton Lewis. jr. Makes a Broad Claim

IT WAS just a few moments before the President arrived at the House chamber to deliver his annual message to the Congress. All Government dignitaries as well as the combined membership of Senate and House were there. The press and radio galleries were crammed. Commentators of the major networks were ad libbing the "color" of the setting, identifying the big shots and the brass hats.

Fulton Lewis jr., MBS commentator, was painting his word-picture. He observed that all members of the Cabinet save Postmaster General Farley (who wore a blue business suit) were attired appropriately in striped pants.

Several hours later Mr. Lewis was called to the office of a distinguished Western Senator. The legislator observed that his office staff had detected a "grievous error" by the commentator.

"You said," the Senator related, "that all members of the cabinet except Farley wore striped pants. How would you know about Secretary-Madam Perkins?"

Bowling Tips

WCFL, Chicago, has started a Wednesday afternoon bowling broadcast from the local Playdium. Featured are Hal Totten, WCFL sports announcer, and Mary Jane Huber, local bowling champion. Tips for beginners and the description of a bowling match are included on each program.

* * *

Ends and Odds

WEATHER reports, along with household and historical information and odd bits of philosophy and literature are furnished by Perry Dickey on the new early morning quarter-hour, *Almanac of the Air*, of Texas State Network.

* * *

From the Files

PROMISING local musical artists whose names are not well known to listeners but who have been kept on hand in the station files are presented on the new weekly *Local Color* on WMAL, Washington.

The Other Fellow's VIEWPOINT

$100 Reward

EDITOR, BROADCASTING,

On the eve of Dec. 11, or the early morning of Dec. 12, someone entered our transmitter building and stole the following equipment:

1 General Purpose RCA amplifier
1 RCA tri-amplifier—mixer panel
1 RCA modulation monitor
1 UTA line equalizer
2 Thordarson 8-watt amplifiers
1 RCA 70-B turntable complete—Serial No. P-1344
1 RCA 70-B tone arm and pick-up head, diamond point
1 Western Electric salt shaker microphone, Serial No. 6685
250-watt gear
1 Clough Brengle oscilloscope
2 838 RCA tubes
1 Jensen Type B speaker
1 Garden relay
1 25-watt Thordarson amplifier
1 Field strength meter complete

This station offers a reward of $100 for the apprehension of and evidence leading to the conviction of the party or parties responsible for removing this equipment from our transmitter building.

REED BULLEN,
Manager, KVNU,
Logan, Utah

Dec. 26, 1939.

Tuscola Scoop

SPECIAL events scoop fell in the lap of WDZ, Tuscola, Ill., the other day when two Illinois Central trains collided at Arcola, Ill., just seven miles from Tuscola. Survivors and injured were interviewed during a 25-minute remote broadcast directed by Clair Hull, WDZ manager. Clair scored a national scoop when he telephoned a friend at United Press, Chicago, and gave the story to the wire service.

Title Cleared

EDITOR, BROADCASTING:

In your issue of Jan. 1, 1940 (page 62) you refer under Late Personal Notes to the prowess of several members of the staff of WFIL who have recently become fathers of baby sons.

You include in this item a plug for one Saul Waldbaum, whom you describe as "legal counsel to the station."

The fact is that Saul is counsel for the CIO Local 28, ACA, which represents the technicians and the announcers of WFIL in collective bargaining. Whether this can be correctly described as "counsel to the station" is a matter of opinion, although there may be times when some of us think so.

We are now prepared to have the Local use as one of its arguments in winning fresh adherents that membership will be conducive to the acquisition of sons as well as brothers.

Very truly yours,
SAMUEL R. ROSENBAUM,
President, WFIL, Philadelphia

Jan. 3.

LANG-WORTH
planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

(FACTS ABOUT BALTIMORE)

"How does BALTIMORE stack up against other metropolitan markets?"

Let's look at the record. Here are some significant figures on the changes in 25 years—1914-1939.

Number of Manufacturing Wage Earners
Baltimore . . . . . **31.7% increase**
Philadelphia . . . . . 12.3% decrease
New York . . . . . 11.5% decrease
Boston . . . . . 20.5% decrease

Manufacturing Payrolls
Baltimore . . . . . **216.7% increase**
Philadelphia . . . . . 93.1% increase
New York . . . . . 80.3% increase
Boston . . . . . 52.6% increase

Value of Manufactured Products
Baltimore . . . . . **211.4% increase**
Philadelphia . . . . . 94.9% increase
New York . . . . . 76.8% increase
Boston . . . . . 56.7% increase

Make your advertising investment in a "sound" market! Use the "first choice" radio station.

WFBR
BALTIMORE
National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

Sloan to Use Spots

DR. EARLE S. SLOAN, New York, will use daily spot announcements in the interests of Sloan's Liniment on a group of Southern stations, following the shift on Jan. 27 of its Saturday night program *Youth vs. Age* from 105 NBC-Blue stations to 32 NBC-Red stations. Details of the spot campaign will not be released until after the shift of the network program, according to Warwick & Legler, New York, the agency.

Parker in New York

PARKER BROS., Salem, Mass. (games), has started a series of daily 100-word spot announcements on WOR, WMCA and WHN. Schwimmer & Scott, Chicago handles the account.

HERBERT L. WILSON, New York consulting engineer and chief engineer of WBNX, that city, has applied to the FCC for a new 250-watt station on 1420 kc. in Middletown, N. Y.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

F-M Broadcasters Organize

(*Continued from Page 31*)

factory separation between F-M stations on the same and on adjacent channels was also left to the engineering committee.

To Attend Hearing

The group adopted a resolution calling for representation at the television hearing to be held Jan. 15, to ask the FCC to make no decisions regarding the allocation of frequencies for television until following the F-M hearing. It was voted to form a permanent group and the committee of nine was elected and instructed to appoint an engineering committee, to engage an attorney to represent the group at both the television and the F-M hearings, to incorporate the group and to draw up by-laws for adoption at the next regular meeting, which will be held in Washington at Mr. Shepard's call on Feb. 26. At this time it is also planned to elect the committee as the regular board of directors of the corporation.

Members of the executive engineering committee are J. R. Poppele, WOR, chairman; Paul deMars, Yankee Network; I. R. Weir, General Electric; S. L. Bailey, Washington consulting engineer; John DeWitt, WSM, Nashville, and Dan E. Noble, consulting engineer associated with WDRC, Hartford.

Those attending included: Deuel Richardson, WOKO; Samuel Woodworth, WFBL; John V. L. Hogan, R. M. Wilmotte, WQXR; T. C. Streibert, J. R. Poppele, J. C. Davis, Charles Singer, WOR; Edwin H. Armstrong, W2XMN; Edgar L. Bill, WMBD; R. A. Borel, WBNS; Jerry Branch, WLW; W. E. Bridges, C. B. Persons, WEBC; Carl J. Meyers, Louis Caldwell, WGN; C. A. Cleveland, WNBF; E. K. Cohan, CBS; Walter J. Damm, WTMJ; John Shepard, Paul de Mars, Yankee Network; Franklin M. Doolittle, WDRC; W. G. H. Finch, Frank Brick, W2XWF; John Howland, J. E. Brown, Zenith Radio Corp.; Ray H. Manson, Benjamin Gross, Stromberg-Carlson Telephone Mfg. Co.; James A. Miller, Miller Broadcasting System; Hobart H. Newell, WTAG; Arnold Nygren, WFIL; R. E. Poole, Bell Labs; J. B. Rock, Westinghouse; G. L. Taylor, KMBC; Maurice H. Clarke, Clarence Wheeler, Frank E. Tripp, H. W. Cruikshank, WHEC; Henry C. Crowell, WMBI; J. H. Ryan, WSPD; William S. Hedges, O. B. Hanson, C. B. Jolliffe, NBC; E. K. Jonsen, Scott Howe Bowen, WIBX; Seymour L. Owens, WATR; William H. Vodrey Jr., Roy Moore, WHBC; Fred R. Ripley, WSYR; C. A. Priest, M. A. Salum, W. R. David, G-E; John Boyle, WJAR; R. E. Dalton, WEEI; C. M. Jansky, Stuart Bailey, W3XO; H. L. Lohnes, attorney; F. Walbertson, WJBK; Clifford Denton, News Syndicate; Waddell Catchings, Muzak; Max Weiner, Richard O'Dea, WNEW; John C. Roberts Jr., KXOK; Benedict Gimbel Jr., Cliff Harris, WIP; W. J. Scripps, WWJ; Joe Chambers, W3XMC; Frank Megargee, WGBI; C. E. Gatchell, WGAN; Paul Morency, W. J. Williams, WTIC; Fred Weber, MBS; John Elmer, WCBM.

At its first meeting on Jan. 6, the board set annual dues of $300 per station, to provide for the presentation of technical data and legal representation at FCC hearings. In addition to the executive engineering committee a general committee, was appointed. It comprises: J. E. Brown, Zenith Radio Corp.; Joe Chambers, consulting engineer; Maurice Clarke, WHEC; E. K. Cohan, CBS; Walter Evans, Westinghouse; W. G. H. Finch, WGHF; D. W. Gallerup, WTMJ; O. B. Hanson, NBC; Maurice Levy, WHAM; I. Martino, WDRC; H. H. Newell, WTAG; Clayton Randall, WTIC; Jerry Taylor, KMBC; W. J. Williams, WTIC, and R. M. Wilmotte, WQXR.

Lost... ONE OVERWORKED EXECUTIVE

Found... HAVING THE TIME OF HIS LIFE AT A COLLIER HOTEL

YOU HAVE MORE FUN. Collier knows more about Florida than almost anyone. That's why you find Collier Hotels at the smartest resorts, with magnificent beaches, wonderful sporting facilities and everything you want for a perfect vacation.

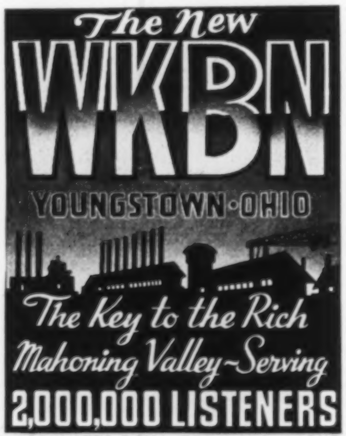
YOU GET MORE FOR YOUR MONEY By operating TWELVE hotels under ONE management Collier saves money which is passed on to you in the form of lower rates.

- Send today for your copy of this fascinating new Collier Florida Folder, with all rates. It will help you choose the resort and hotel that will suit your taste and pocket best. Write Hotels or N. Y. Office 745 Fifth Avenue. Ask your Travel Agent.

GEORGE H. MASON
Pres. & Gen. Mgr.

HOTEL MANATEE RIVER . . . . Bradenton
HOTEL CHARLOTTE HARBOR . . . . . . Punta Gorda
HOTEL SARASOTA TERRACE . . . . Sarasota
HOTEL TAMPA TERRACE . . . . Tampa
HOTEL FLORIDAN . . . . Tampa
USEPPA INN . . . . Useppa Island
GASPARILLA INN . . . . Boca Grande
EVERGLADES INN . . . . Everglades
ROD & GUN CLUB . . . . Everglades
HOTEL ROYAL WORTH . . . . W. Palm Beach
HOTEL DIXIE COURT . . . . W. Palm Beach
HOTEL LAKELAND TERRACE . . . . Lakeland

COLLIER FLORIDA COAST HOTELS
AND ASSOCIATED HOTELS • 745 FIFTH AVE., NEW YORK



The New
WKBN
YOUNGSTOWN-OHIO
The Key to the Rich
Mahoning Valley-Serving
2,000,000 LISTENERS
1000 WATTS DAY • 500 WATTS NIGHT

UNIQUE among program ideas is the twice-weekly half-hour *Foot Forum of the Air*, sponsored by Dr. Hiss Foot Clinic, Los Angeles (custom built shoes and foot treatment), on two California Don Lee network stations (KHJ KFRC), Monday, Friday, 11-11:30 a.m., which started Jan. 5 for 52 weeks, after a 13-week test on the former station. Dr. John Martin Hiss, orthopedic foot surgeon and head of the clinic, from his Los Angeles offices, where the twice-weekly program is remoted, conducts examinations and diagnoses, advising patients during the broadcast. Here is Dr. Hiss during the Jan. 5 broadcast, with Dave Young, Don Lee network special events commentator, at the microphone.

PLANE SPEAKERS

TWA Installing Receivers For Each Seat

RADIO speakers serving individual passengers and connected to a master receiver capable of carrying both regular broadcasts and special comments by the pilot have been installed on 22 air liners of Transcontinental & Western Airlines, according to an announcement by Jack Frye, TWA president. Individual receivers, designed to provide reception for each passenger without disturbing non-listeners, may be plugged into outlets at each seat and fastened to backrests.

Hostesses controlling the master receiving unit tune in stations near the plane's course, necessarily keeping a close watch on reception and tuning stations in and out because of the 185-200 m.p.h. cruising speed of the large planes. Announcements from pilots will be sent directly through the speaker system rather than by sending back the customary written communication. The Hushatone speakers used are so small they can be held in the palm of the hand or fastened under a seat cover or pillow. The TWA installation is claimed to be the first time passenger radios have been adopted as standard equipment by any airline.

Sues Radio Newsreel

SUMMONS and complaint papers have been served in New York Supreme Court on American Radio Newsreel of which Erich Don Pam is president, Ayers-Prescott, Robert J. Prescott and S. Kirby Ayers by Michael Blair, a former employe, who charges conspiracy to defraud, nonpayment for services rendered and failure to carry out verbal agreements. Blair also claims he originated the idea of a recorded radio newsreel three years ago and that he was verbally promised 50% of the American Radio Newsreel stock. He is asking $25,000 damages. Executives of American Radio Newsreel, which recently terminated its association with Ayers-Prescott, deny all Blair's claims, stating that he was employed as an interviewer under a managerial contract and was discharged for inability to do the work.

AGENCY *Appointments*

HOME MUTUAL DEPOSIT-LOAN Co., San Francisco, to Gerth-Knollin Adv. Agency, that city.

INDEPENDENT PETROLEUM Co., Vancouver, Wash., (Clipper gasoline), to Robert Smith Adv. Agency, Portland.

PEPPET LABS., Cincinnati (Peppets laxative), to Keelor & Stites Co., Cincinnati. Spot radio to be used.

DR. D. JAYNE & Son, Philadelphia (Jayne's Vermifuge), to Joseph Katz Co., Baltimore.

CAFFERS & SATTLER, Los Angeles (gas ranges) to Milton Weinberg Adv. Co., that city; on Dec. 30 started for 10 weeks, using four-weekly half-hour transcribed recreations of the Santa Anita racing meet, on KFWB, Hollywood.

CURTICE BROS. Co., Rochester, N. Y., to H. B. LeQuatte, New York, for Blue Label sauces and vegetables. No advertising plans formed as yet.

NESTLE-LEMUR Co., New York, to R. T. O'Connell Co., New York, for Syndicated Store Division. Radio will be used, but no details have been released.

NEWARK CHEESE Co., New York, to H. B. LeQuatte, New York, for Sante Cream Cheese and Cottage Cheese. Possibility of radio later on, but no plans have been made as yet.

NBC Policy Manual

AT THE request of NBC's clients and their agencies, the network has issued an 18-page booklet, titled "Working Manual for Continuity Acceptance under NBC Program Policies," which is a condensation of the network's program policies released in June, 1939, as "Broadcasting in the Public Interest". "This briefer form is to serve as a handy, ready reference," according to Ken R. Dyke, NBC director of national sales promotion, "for the convenience of those concerned with the business of getting programs on the air."

GM's 25 Millionth

WITH the completion of the 25th millionth General Motors automobile, a special program, titled *March of Men & Motors*, was broadcast on NBC-Blue Jan. 11 featuring an address by Charles Kettering, president of General Motors, and a dramatization describing how the automobile was made.

EMIL BRISACHER, head of Emil Brisacher & Staff, San Francisco, recently was named chairman of a group of advertising agencies to handle a cooperative advertising campaign on beer for the California State Brewers' Institute.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

Big Mid-Winter BUSINESS

in Western Carolina!

Industries going full tilt. Pay rolls up. Burley tobacco market bringing in new cash. There's money to spend—and money being spent—in Western Carolina! WWNC blankets this area; no other station does. Good time to begin your schedules on WWNC is N-O-W!

Kaye Objects

(*Continued from page 28*)

statutory damages unless he is unable to prove actual damages or actual profits. The proposed bill provides that the plaintiff may elect any of three remedies—actual damages, accounting of profits, statutory damages—at any stage of the proceedings."

Maximum Increased

Although the present statute is ambiguous regarding the amount a plaintiff can recover in an accounting for profits, "the U. S. Circuit Court of Appeals in the Second Circuit has held in a well-reasoned decision that the recovery of the plaintiff is limited to such portion of the profits as may be attributable to the infringement. The proposed bill provides not that profits recoverable by the plaintiff shall be limited to the profits justly attributed to the work infringed but rather that it may be all or any part of such profits which the court may decree to be just and proper."

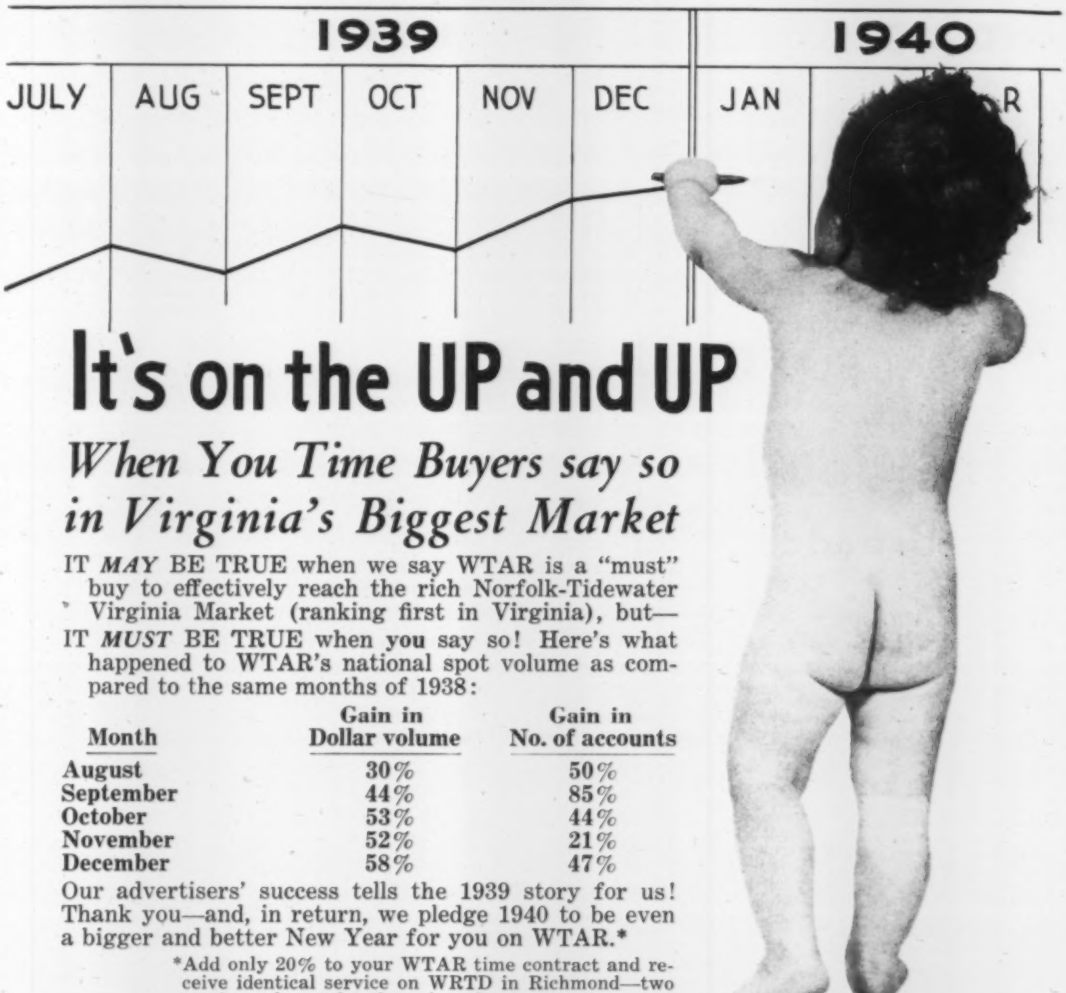
The present maximum statutory damages of $5,000 would be increased to $10,000 in the proposed bill.

"The old law provides, in the case of ordinary musical compositions, $10 statutory damages for every infringing performance with a minimum of $250 and a maximum of $5,000 in any one case. The courts have construed the $10 provision not to be mandatory above the minimum of $250 and have ruled that 25 performances of the same work do not carry with them greater minimum or maximum penalties than for a single performance, namely $250 and $5,000. The proposed bill eliminates the $10 provision and provides for each infringing performance of a musical composition, maximum statutory damages of $2500 and a minimum of $150.

"What this purported benefit to copyright users does to the broadcaster is obvious. Let us assume that a small local independent station, not connected with any network, performs a musical work 25 times before a suit is brought. The work in fact turns out to have been plagiarized from another musical work unknown to the broadcaster. Under the existing law all that the court is compelled to grant as statutory damages to the plaintiff is $250. Under the proposed bill the minimum the court is permitted to grant is $3750, or 25 times $150. The maximum, instead of $5,000, to $62,500."

NBC Artist Bookings

BOOKINGS for the NBC concert division during 1939 were the largest the department has ever had, with a net gross of $1,430,000 as compared with $1,300,000 for 1938. The three outstanding events, the division reports, were the concerts by Rachmaninoff and Marian Anderson and the recitals by John Charles Thomas. During 1939, the NBC Artists Service instituted a "Radio Features Division" to test "package shows" on the networks for commercial sponsors. To increase its service to artists, the division formed a lecture division, signing such talent as Graham McNamee, John B. Kennedy and H. R. Baukhage.



It's on the UP and UP

When You Time Buyers say so in Virginia's Biggest Market

IT *MAY* BE TRUE when we say WTAR is a "must" buy to effectively reach the rich Norfolk-Tidewater Virginia Market (ranking first in Virginia), but—

IT *MUST* BE TRUE when **you** say so! Here's what happened to WTAR's national spot volume as compared to the same months of 1938:

Month	Gain in Dollar volume	Gain in No. of accounts
August	30%	50%
September	44%	85%
October	53%	44%
November	52%	21%
December	58%	47%

Our advertisers' success tells the 1939 story for us! Thank you—and, in return, we pledge 1940 to be even a bigger and better New Year for you on WTAR.*

*Add only 20% to your WTAR time contract and receive identical service on WRTD in Richmond—two stations almost for the price of one.

National Representatives: EDWARD PETRY & COMPANY

VIRGINIA
ATLANTIC OCEAN
NORFOLK
NORTH CAROLINA
WTAR
NORFOLK

WTAR

Owned and Operated by Norfolk Newspapers, Incorporated

RCA Mfg. Goes CIO

UNITED Electrical Radio & Machine Workers of America, Local 103 of the CIO, was certified Jan. 3 by the National Labor Relations Board as the sole collective bargaining agent for about 7,500 employes in the production department, model-making shop, engineering and office-servicing divisions of RCA Mfg. Co., Camden, N. J. In the secret ballot election, which was ordered by the NLRB to determine the employes' choice of representation, the CIO union received 6,294, the IBEW, AFL union, received 1,035, and 127 voted for neither union.

WFBL
SYRACUSE

Amazing Response
to Novel Program

"We were actually amazed at the results obtained from the Netherland WFBL Program for used books to distribute to shut-ins this past Christmas. Well over 3,000 books were received in a 2-week period," says the Netherland Dairy. Another example of the outstanding results WFBL has obtained for its clients. For full details, as well as rates and time available, write

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

Perfect Record

PERFECT record of uninterrupted operation was scored during 1939 by WOR, Newark, which reported a total of 7,136 hours of programs broadcast, or 81% of the 8,760 hours in a year. Adding in the time for signing on and off the air, WOR's total broadcast hours were 8,221 or 94% of the total number of hours in 365 24-hour days. This left only 6% of the year for the maintenance and servicing of the transmitter. Western Electric Co., from whom WOR purchased its transmitter equipment, is presenting a commemorative gift to Charles Singer, supervisor of engineering at Carteret, New Jersey, where the transmitter is located.

New 'Radio Chart'

NEW method of listing a full week's schedule of network and local radio programs in newspapers as well as allowing for display advertising of local and national accounts has been devised by Radio Chart, Red Bank, N. J. The "chart" is a four-page insert supplement, allowing for a minimum of two columns per page or a otal of eight columns for advertisements and bold-face lineage listings. According to Ralph W. Barnes, president of Radio Chart, "the feature is a practical solution that will assure newspaper publishers of receiving substantial advertising revenues from the radio program news section."

32 GREAT EXAMPLES
chosen from 6000 scripts presented during radio's two greatest years. . .

JUST PUBLISHED

Best Broadcasts of 1938 - 1939
Selected by Max Wylie
Director of Script and Continuity, C.B.S.
With a Foreword by Neville Miller, President, N.A.B.
32 *complete scripts*, 576 *pages*, $3.50

You can relive those great moments of 1938-39's many superlative programs as you read this book, for each has been reproduced in "as broadcast" form. Those two years, just passed, brought radio to new heights in news, entertainment, and education, and Max Wylie has included the best programs of each of 32 different classifications.

A perceiving and impartial critic, the editor examined over 6000 scripts before making his choices. This new book includes originals and adaptations, variety shows and dramas, forums and quizzes, humor and news analysis, documentary shows and monologues, verse experiments and children's shows, etc.

You will want to see this fat volume for yourself, for it recaptures memorable broadcasts, records the advances of a great industry, and vividly and entertainingly illustrates the wide and important scope of radio today.

"That there is so much good writing in radio today will surprise many of the readers of this volume . . . one of the happiest contributions in many years to the health of broadcast enterprise."
—Neville Miller

Best Broadcasts of 1938-39
Max Wylie
Neville Miller

SEE THIS BOOK FREE

10 DAYS' EXAMINATION—SEND THIS ON-APPROVAL COUPON
McGraw-Hill Book Co., Inc., 330 W. 42nd St., N. Y. C.
Send me Wylie's Best Broadcasts of 1938-39 for 10 days' examination on approval. In 10 days I will send $3.50 plus few cents postage or return book postpaid. (Postage paid on orders accompanied by remittance.)
Name ....
Address ....
City and State ....
Position ....
Company BR-1-40
(Books sent on approval in U. S. and Canada only.)

Equipment

FARNSWORTH Television & Radio Corp., through E. A. Nicholas, president, has announced the company's research laboratories and special products division in Fort Wayne, Ind. have started the commercial production of a variety of electronic devices, including television equipment and electron multiplier tubes of various types. Among them are the Farnsworth image dissector tubes, multipactor tubes, telecine projectors for televising motion picture film, television pickup cameras, photocell multiplier tubes, master timer and pulse generators and complete studio and radio transmitting equipment for both sight and sound. The company has published a series of engineering bulletins describing the products in detail.

FINCH TELECOMMUNICATIONS Inc., New York, has announced that it has granted a license to Radio-Habana-Cuba S. A., Havana, to use Finch equipment for facsimile broadcasting in Cuba. The license covers seven stations now owned and operated by the organization, and also grants the right to sell and distribute in Cuba, subject to the company's license to International Standard Electric Corp., subsidiary of the I. T. & T. Co. It is understood equipment is to be delivered immediately to Havana.

NEW "long life" phonograph needle, claimed to be capable of 1,000 playings under normal conditions without distortion and with minimum record wear, has been announced by RCA Victor. Each needle is individually packaged in a rectangular block of transparent plastic.

KOIL, Omaha, has acquired a new portable recording outfit to augment its regular mobile unit. The new equipment, arranged by Engineer Al Bates, fits into the back seat of a passenger automobile, and is used on remotes where it is impractical to call out the larger mobile unit.

THE 450-foot constant cross section Truscon vertical radiator now being erected by KOB, Albuquerque, is expected to be put into operation by Feb. 1, the station reports.

RCA MFG. Co., Camden, N. J., has announced the sale of an RCA 250-K transmitter for the new KYCA, Prescott, Ariz.

AFRA and Television

GEORGE HELLER and Alex McKee of the national board of the American Federation of Radio Artists appeared at the Jan. 9 meeting of the Equity Council to discuss AFRA's stand on the terms, conditions and wages for actors employed in television and also the question of jurisdiction over this new entertainment field, which Equity has claimed its own. "Some of the discussion was amiable," said a union spokesman following the session, adding that "action against the broadcasters of television programs will be initiated in the near future," but refusing to state when or by whom. The question of wages and conditions of employment in television have been worked out by a joint committee made up of representatives of Equity, AFRA and the Screen Actors Guild, all of whom claim inherent interest in this field, but no decision as to jurisdiction has been arrived at.

KLZ, Denver, has published a revised rate card, effective Jan. 1, 1940, listing Class A time rates as $210 for a full hour, from 6-10:30 p.m., $127.50 for a half-hour and $75 for a quarter-hour.

Four Part-Time Stations Put on Unlimited Basis

FOUR part-time stations secured fulltime operation in decisions rendered by the FCC Jan. 4. WLOK, Lima, O., daytime 100-watt outlet, was granted fulltime with 100 watts on 1210 kc. WDMJ, Marquette, Mich., part-time station on 1310 kc., was granted 250 watts fulltime on that frequency.

KFVS, Cape Girardeau, Mo., was authorized to change its frequency from 1210 to 1370 kc., and to change operation from specified hours to fulltime, using 250 watts. WEBQ, Harrisburg, Ill., with which KFVS formerly shared 1210 kc., was given fulltime on 1210 with 250 watts.

Power of WJEJ, Hagerstown, Md., was increased to 250 watts fulltime in lieu of 100 watts night and 250 day on 1210 kc. Application of Lackawanna Broadcasting Co., Scranton, Pa., for a new local station on 1370 kc. there was dismissed for failure of applicant to appear at hearing. Application of Louis R. and Maurice R. Spivak for a local on 1210 kc. in Ottumwa, Ia. was ordered set for hearing.

CBS Shortwave Guests

NEW series of guest programs for shortwave broadcast on CBS was started Jan. 2 for presentation during 1940 to augment the regular shortwave programs and add greater variety to the CBS schedules. Professional, industrial and social service leaders will appear on the programs, according to Elizabeth Ann Tucker, CBS director of shortwave programs, who is currently arranging a series of Spanish language broadcasts for South America and Europe.

Finch Facsimile
The next money-maker for broadcasters

•

Keep your eye on developments in Finch Facsimile — the radio system that transmits written and illustrated bulletins of events while they happen to receivers anywhere. "Instantaneous air-mail" *with pictures*—by radio.

Engineers and executives! Write for particulars! Or inspect Finch Facsimile station W2XBF — in daily operation at 1819 Broadway, New York.

•

FINCH
TELECOMMUNICATIONS, Inc.
PASSAIC, N. J.

Aircraft Laboratory,
Bendix, N. J.

N. Y. Sales Office,
1819 Broadway, N.Y.C.

Networks, Stations Aid Birthday Ball

Industry Cooperates in Drive To Help Paralysis Victims

RADIO as a medium to promote the national "Fight Infantile Paralysis" campaign, which will climax with the "March of Dimes" and various celebrations in honor of the President's Birthday on Jan. 30, is being used even more widely this year than last, according to Frederica Millet, national director of radio for the committee in charge. Stations all over the country cooperated in carrying special talks promoting the campaign, stressing especially this year exactly how the contributions to the drive are spent.

A unique phase of the drive via radio was the incorporation into the scripts of such daily NBC programs as *Stella Dallas*, *Dr. Barclay's Daughters* and *Just Plain Bill* of the story of the Infantile Foundation with characters in the serials telling what he or she was doing to help the campaign.

Television Helps

Two special television programs were presented on NBC's television station W2XBS early in January, one featuring James J. Walker, former mayor of New York City, and the other presenting an orchestra composed of children crippled by the disease. On Jan. 6, NBC and MBS broadcast a special program from the White House featuring women volunteers from the 48 states, including Dorothy Thompson, Mary Pickford, Mrs. Cordell Hull and Mrs. Franklin D. Roosevelt.

One-minute transcriptions of appeals for funds featuring the leading stars of radio, stage and screen were broadcast throughout January by stations all over the country. In New York, for example, a special series was recorded in the studios of WNEW, New York, featuring Mayor La Guardia, Paul Muni, Fred Allen, Clifton Fadiman, Elmer Davis and others. Eddie Cantor, originator of the "March of Dimes" campaign, again this year recorded "Brother, Can You Spare a Dime" for presentation on all stations.

Artists Appeal

Richard Maxwell, CBS artist, made an appeal on each of his programs; Alma Kitchell devoted several of her programs on NBC to the campaign; Ed Fitzgerald of MBS also featured the drive on two of his broadcasts. On Jan. 28, Josephine B. Neal, noted for her work in the fight against infantile, will be guest woman of the week on General Electric Co.'s *Hour of Charm* program on NBC, while the day of Jan. 28 will be observed throughout the nation as "Infantile Paralysis Sunday."

CBS, MBS and NBC on Jan. 20 will broadcast the special hour-long program, *March of Dimes of the Air*, which originates from Hollywood, features noted stars of radio and screen, and has Eddie Cantor as m.c. The networks will again cooperate on Jan. 30 when special programs are presented from the many Birthday Balls held all over the country in honor of the President's Birthday.

Recording Enterprise

WBNS, Columbus, made timely use of its recording facilities when the new mayor of the Ohio capitol, Floyd F. Green, was inaugurated New Year's Day. Since there was no time available for broadcasting during the regular ceremonies, the staff made arrangements to record the entire show, including the oath-taking of several minor officials, the swearing-in of the mayor, and his inaugural address. The program was broadcast at 8:30 in the evening and was relayed by P.A. to the banquet hall where Mayor Green and his associates were being feted. Then Jack Price, program director, and Irwin Johnson, educational director, presented the mayor with a recording of that part of the program in which he had figured.

ROOSEVELT HELPS

Recorded Portion of Speech On Jobless Program

DEVOTED to assisting unemployed persons find work, *I Want a Job* scored a radio scoop Jan. 5 when it presented the voice of President Roosevelt for the first time on a commercially sponsored show on WGN, Chicago, the station announced Jan. 9.

A recording of a portion of President Roosevelt's message to Congress the preceding Wednesday was broadcast on the program, which upon this occasion interviewed unemployed youths, several of them college graduates. In his message to Congress President Roosevelt touched on the need of solving the unemployment program for youth.

Walter Schwimmer, of Schwimmer & Scott, advertising agency, conceived the idea. He sent a telegram to President Roosevelt, requesting permission to rebroadcast, a recording, that portion of his address. The request was granted, but it was stipulated that the paragraphs from the address must be identified as to time and place of delivery and that no commercialization of the President's words be permitted. *I Want a Job* is sponsored by Hirsch Clothing Co., and is conducted by Verne Smith, Madelinn Chase and John Weigel.

A single advertisement broadcast over WFMJ, Youngstown, Ohio, brought 6,100 replies!

•

WFMJ

(250 watts)

Youngstown
Ohio

***New*.. PRESTO TURNTABLE**

gives perfect reproduction of all makes of transcriptions

Here is a turntable designed for practical operating conditions in broadcasting stations where from two to five different makes of recordings are used daily. In place of the ordinary tone controls this Presto turntable is equipped with a compensating network accurately calibrated to reproduce the full range of NBC-ORTHACOUSTIC, WORLD, A.M.P. and R.C.A. transcriptions, COLUMBIA, DECCA and R.C.A.-VICTOR phonograph records.

A definite setting of the compensator is specified to take care of the individual characteristics of each of these makes of recordings as well as PRESTO instantaneous recordings. Thus you obtain a perfect, uniform reproduction of the full range (50-9,000 cycles) of the finest lateral recordings.

In addition to this valuable feature the Presto 62-A turntable employs a radically new drive system. The turntable rim is equipped with a heavy, live-rubber tire driven by a steel pulley on the motor shaft. With this design vibration is negligible and the speed is as steady as the finest Presto recording turntables. Speed may be changed instantly from 78 to 33⅓ RPM.

The pickup is equipped with a permanent diamond stylus which may be removed if damaged by accident and replaced for a few dollars.

Attractively finished in two tones of gray and chromium, the Presto 62-A turntable will improve both the appearance and performance of your station. Write today for descriptive folder.

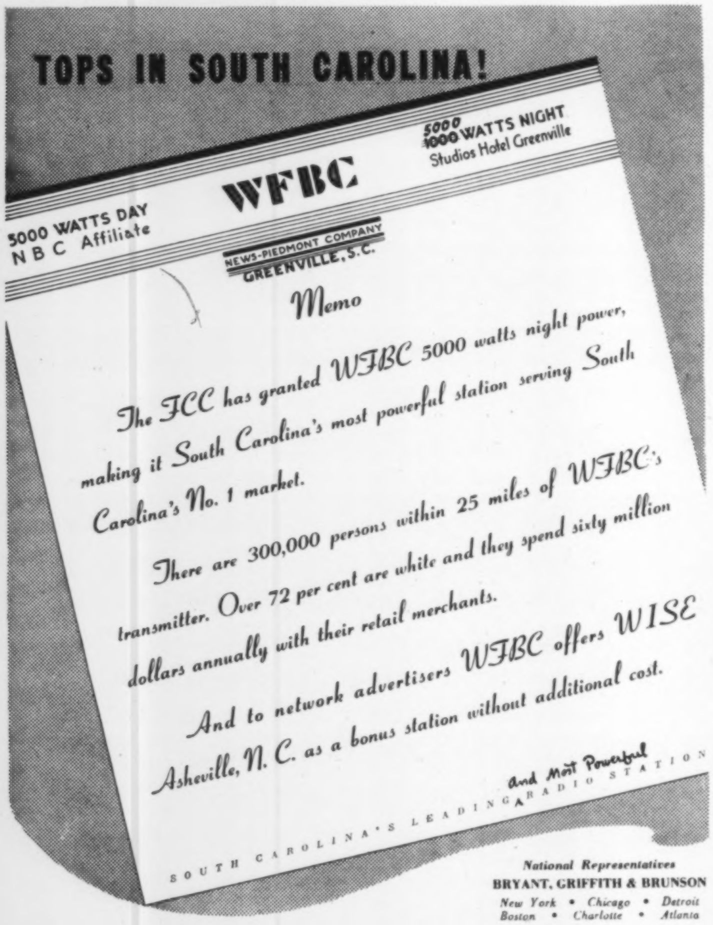
PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

Cluett, Peabody Adds

CLUETT, PEABODY Co., New York (Sanforized Shirts), on Jan. 8 started its six-weekly quarter-hour program of shopping news, *What's News in the Stores Today*, on WJSV, Washington. The program, currently heard on about seven stations, will start Jan. 22 on KFRC, San Francisco. Young & Rubicam, New York, is the agency.

RECENT subscribers to the complete INS wire service include KROW, Oakland, Cal.; WDAE, Tampa, Fla., and WHOM, Jersey City. WMBC, Detroit, which recently installed INS equipment, is planning to carry nine INS newscasts daily.

WBNX 5000 WATTS
NEW YORK
The station that speaks your language!
ENGLISH-JEWISH-GERMAN-ITALIAN-POLISH-SPANISH
WBNX's new design antenna concentrates its allotted power where 6,982,635 foreign citizens reside — influencing their listening and buying habits.
METROPOLITAN STATION
COSMOPOLITAN AUDIENCE
WBNX NEW YORK
5000 Watts Days—1000 Watts Nights



TOPS IN SOUTH CAROLINA!
5000 WATTS NIGHT
Studios Hotel Greenville
WFBC
5000 WATTS DAY
N B C Affiliate
NEWS-PIEDMONT COMPANY
GREENVILLE, S.C.
Memo
The FCC has granted WFBC 5000 watts night power, making it South Carolina's most powerful station serving South Carolina's No. 1 market.
There are 300,000 persons within 25 miles of WFBC's transmitter. Over 72 per cent are white and they spend sixty million dollars annually with their retail merchants.
And to network advertisers WFBC offers WISE Asheville, N. C. as a bonus station without additional cost.
SOUTH CAROLINA'S LEADING And Most Powerful RADIO STATION
National Representatives
BRYANT, GRIFFITH & BRUNSON
New York • Chicago • Detroit
Boston • Charlotte • Atlanta

LITTLE BUDGET, BIG RESULTS

Stokes Canning Co. Finds Participating Series Proves Effective in Boosting Sales

By ED. S. STOKES
President, Stokes Canning Co.
Denver

AN ADVERTISER who works with a small appropriation rarely has a chance to put in his nickel's worth. What he buys on the air, in the newspapers, and in other media, doesn't make much of a ripple in a big pool. But according to a few figures I've seen, a lot of us small advertisers do a great deal to keep the advertising fraternity in coffee and cakes.

I make and sell a product called Stokes Chile. My market is all of Colorado, Wyoming, Montana and Idaho, the western halves of Nebraska and Kansas, and the Oklahoma panhandle. I have no national problem—mine is purely local. I have an informal product and when you have such a product—my advice is to advertise it in an informal manner.

Value Received

We're doing just that with Stokes Chile—participating on KLZ's *Lady, Lend an Ear* program. Six days weekly Stokes Chile goes on the air with an orchestra, a tenor, a contralto, an announcer, and a woman commentator. To buy the whole show would throw the Stokes budget into a lather, but to participate is right down our alley.

For the amount of money we're investing in radio, we're getting value received. Look at the figures. Right now Stokes Chile is 16 2/3% over any peak in any year in the 29 years the company has been in existence. National figures show an average increase of around 10%. We're not doing any sort of advertising or promotion we haven't been doing right along—except radio—so that's why we figure radio has upped our business at least 6 2/3%.

Maybe more. For the past eight weeks our normal production has been doubled. Again we point to radio. During the time we've been on the air, several towns never contacted before began sending in inquiries and orders. These orders were unsolicited. What newspaper we do use does not cover those towns. So there you have a definite proof that radio is creating a demand for Stokes Chile.

Stokes Chile has contracted for six months of *Lady, Lend an Ear*, about three months having passed. If we continue to get such good results, we'll undoubtedly cut down on our newspaper appropriation.

Here's our background. My father, F. E. Stokes, opened a restaurant in Colorado Springs back in 1911. This cafe was the hangout for all the high school and Colorado College students in town. Stokes Chile got to be pretty well known and my father started canning it. I don't have the figures, but I'm sure Stokes Chile was one of the first brands to be canned. In a year it was necessary to move the "factory" to the market—Denver. Stokes Chile was sold only in the state. A couple of moves and enlargements bring us to the present time and our present distribution. In 1932 I stepped into the picture—forsaking professional golf.

Despite Depression

1934 was a very fine year! The depression was doing its worst, but we decided to try radio—turning to KLZ. We had a quarter-hour at noon and used Mexican music. Then was the first time we felt the public pulse in regard to radio and decided then that it paid. At the program's completion, we went to spot announcements. Although I believe that any radio that meets our budget will do us a lot of good, I believe we've found the answer in participation in a live talent show.

Our appropriation takes care of street car cards, one column-three inches once a week in 20 newspapers in our area (over a 16 week period) and our radio. I repeat that if radio continues to pull as it has been doing, our newspaper space and our car cards will be cut down.

ED. S. STOKES

I bought *Lady, Lend an Ear* after hearing it and upon the advice of the agency that handles our business, the Shaw Advertising Agency of Denver. We felt that the informal type product we had would go well on this program—and it has. One day I'll hear my message being broadcast in poetry—the next day as a straight commercial—the next day as a play. I never know just what will happen next, and I'm always interested in finding out. And I believe the public feels the same way.

Anything Next

The first reaction was receiving inquiries and orders from new territory my newspaper campaign had not touched and where no missionary work had been done. The second reaction came from friends and from members of the company. My employes and their families have commented favorably upon the type radio advertising we're doing and I'm of the opinion that your employes and their families have opinions that should be considered.

Margaret Moore, who writes and does the announcing on the show, visited the factory before the schedule started. Shortly after that, the show's announcer and male soloist appeared because, as they said, "we're interested in what Margaret says about the factory". There's half your battle. The personnel of the show is personally interested and, because they believe in the product, they really "give their all" in selling it.

Otto Shaw, head of our agency, and I decided that we'd give KLZ the facts and let Mrs. Moore put our message out in her own way. That has proven very satisfactory. In not one instance have we had to correct copy or suggest changes.

Well, Stokes Chile shows a steady rise in business—172% since 1932—and the quick, unusual rise in the past two months has convinced us that, with our advertising appropriation, we couldn't do better than participation on a good live talent show, *Lady Lend an Ear*—and a live station, KLZ, Denver.

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

INDEPENDENT REFINING Co., Texas petroleum concern placing newscasts on a score of stations, has bought the 7 a.m. UP news period on KPLT, Paris. Every day two service station managers hear their names mentioned on the newscasts.

Studio Notes

KPO-KGO, San Francisco, originated several broadcasts from the new streamlined *Daylight Limited* on the Southern Pacific train's initial run between San Francisco and Los Angeles on Jan. 2. The broadcast originated from the moving train, with Don Thompson, special events announcer, in the cab and Larry Keating in the other cars. A difficulty contributing to the broadcast resulting from the train's passing through tunnels during the last 19 minutes of its run into San Francisco. Broadcasting from the train was impossible while underground, so timing had to be accurate in order that the depot would pick up the program just as the train entered the tunnels.

AS STATION promotion and to create goodwill, KOY, Phoenix, recently turned its Studio A into an art gallery to exhibit paintings by Robert Atwood, noted artist. For several days before the exhibit opened the station conducted a series of personal interviews with the artist.

KMO, Tacoma, staff members were guests of Carl E. Haymond, general manager, at a Christmas party and dinner, held in the Hotel Winthrope, that city. The party was held after station hours so the entire staff could attend.

GEORGE C. CLANTON, publisher of the *Rappahanock Times*, Tappahanock, Va., who as former secretary of the Fredericksburg (Va.) Chamber of Commerce interested Richard Field Lewis Jr. in establishing the new WVFA there, has arranged with Eddie Whitlock, commercial manager of WRNL, Richmond, for weekly sponsorship of local talent over that station. Mr. Clanton has plans to establish a station of his own in the Virginia Northern Neck region.

KOIN-KALE, Portland, Ore., recently completed two additional offices on the mezzanine of the New Heathman Hotel. The new offices marks the second office expansion of the stations within three years. Fluorescent lighting also is being installed in offices and studios, and the air conditioning system is being modernized and enlarged.

WHEN Fletcher Wiley, producer and commentator of the daily *Sunrise Salute* and *Housewives Protective League* programs on KNX, Los Angeles, this year started his annual two-week campaign to collect 20,000 books for distribution through 55 philanthropic agencies, he enlisted the aid of three of his sponsors—Helms Bakeries, Hollywood-Broadway department store, and Ralph's Grocery Co., operating 26 provision stores. The latter two firms acted as depots, and about 500 Helms Bakeries trucks helped make home pickups. The *Christmas Book Club* goal this year was exceeded by more than 3,000 volumes.

WFMD, Frederick, Md., on its December program schedule carried 138 remote broadcasts, with WFMD announcers and engineers traveling an estimated 2,200 miles during the month. A new relay transmitter, WFME, was put into service by the station on Jan. 7.

WOWO-WGL, Fort Wayne, during the Christmas holiday season ran a line from the Lincoln Tower, tallest structure in Indiana, to the studios and used the powerful loudspeaker system on the 21st story of the building for holiday broadcasts of Christmas carols and hymns from various local churches. The programs gained much attention from downtown shopping crowds.

CHRISTMAS bonus checks were presented to all employes of KSFO, San Francisco, by Manager Phil Lasky. Mr. Lasky, who leaves that post Feb. 1 to devote fulltime as manager of KROW, Oakland, in turn was presented with a leather portfolio by the staff.

WMBD, Peoria, Ill., sent Jack Brickhouse, sports announcer, to Washington, D. C., Jan 8 to handle the 1,000-mile remote broacast of the George Washington U—Bradley College (Peoria) basketball game. Last year Bradley games were broadcast from California and New York, and for the second year the entire Bradley schedule is sponsored on the station. Home games interfering with the commercial schedule are recorded and broadcast later in the evening.

IREENE WICKER, noted for her radio stories for children as *The Singing Lady*, on Jan. 8 started a new series of musical stories for children on NBC-Blue, Mondays through Thursdays, 5:15-5:30 p. m.

WRAL, Raleigh, N. C., originating its first program for MBS, on Jan. 12 broadcast a quarter-hour dramatization of the 10-year development of the new high-yield and resistant Sequoia potato, perfected by North Carolina State College horticulturists. The show was produced and announced by Fred Fletcher, WRAL program director.

WPEN, Philadelphia, carries a daily report on highway conditions in the State. Information comes from the State Highway Department.

American Legion
"And now we take leave of our vagabond lover for eight or ten years!"

WDAS, Philadelphia, has established a clearance bureau, composed of General Manager P. J. Stanton, Harold Davis, program director, and Jerry Stone, publicity director of the station, to consider requests for station time made by various organizations and individuals. The bureau is designed to serve the double purpose of barring time chiseling groups but aiding worthy.

KGNF, North Platte, Neb., during the slack week following Christmas gave as a present to year-round advertising accounts, both national and local, double the amount of time called for under contract. The double time offer was made to all firms that had advertised on KGNF for one year or more.

WBAP, Fort Worth, Tex., as Christmas gifts gave employes cash bonuses, those with the station more than a year receiving two weeks' additional pay, less than a year, one week's pay.

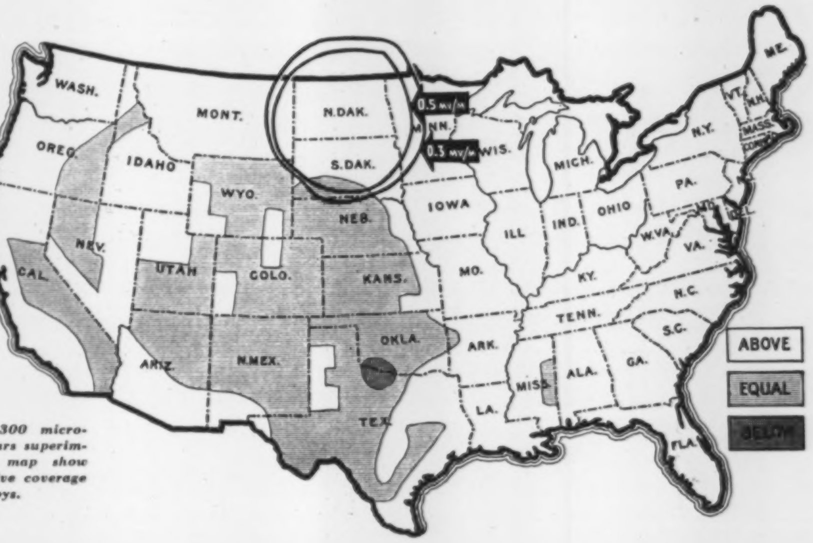
ST. LOUIS Chamber of Commerce on Jan. 9 started a new series, *St Louis Set to Music*, on KMOX, St. Louis. Featured on the weekly quarter-hour are local choral groups and a two-minute interview with some civic executive.

FOLLOWING a fire which recently destroyed the studios and furnishings of KSUN, Lowell, Ariz., Carleton Morris, manager, is working on plans to rebuild that portion of the station. The control room and announcer's booths, from which programs are now being broadcast, were not damaged. Cause of the fire is still undetermined.

BECAUSE of the enlargement of its staff, WWL, New Orleans, have enlarged its quarters in the Roosevelt Hotel with an additional room to be remodeled into an announcer's lounge.

UP WE GO!

Wanna Come Along?



500 and 300 micro-volt contours superimposed on map show the extensive coverage KFYR enjoys.

This map (courtesy *Nation's Business*) proves conclusively that business is up throughout the vast area served by

KFYR

Let Us Sell Your Story

550 Kc.
NBC Affiliate

MEYER BROADCASTING CO.
Bismarck • North Dakota

5000 Watts Day
1000 Watts Night

National Representatives — JOHN BLAIR & CO.

Listening Gains Shift Program Rating

McCarthy, Benny, Lux Retain Their Top Positions

(Continued from page 21)

by geographical areas is evident except for the Pacific Coast, where there are substantially more sets in operation during the early evening hours due primarily to differences in time and the fact that the most popular programs are scheduled on eastern time.

Programs in Rural Areas

The CAB has recognized the need for information concerning the radio habits of rural and small town radio owners by making special studies in the spring of the past three years. The interviews have totaled more than 60,000, divided almost equally between farmers and persons located in small towns. Rural radio audiences are larger during the daytime than urban audiences, but are smaller in the evening and the late hours.

The rural survey of 1939 showed about the same degree of difference in favorite programs between the rural and the urban populations as had been found before. Of the ten leading programs in rural areas, four were not among the 10 leaders in urban areas. These were *National Barn Dance, Fitch Bandwagon, Fibber McGee & Co.*, and *Lowell Thomas. Kraft Music Hall—Bing Crosby, Good News of 1939, Big Town*, and *Cantor's Camel Caravan*, among the first ten in the city, were not so well favored in the country. As to daytime programs, rural and urban preferences were a trifle closer. *Bachelor's Children, David Harum* and *The O'Neills* ranked among the first ten in the country but not in the city, while the converse was true of *Big Sister, Aunt Jenny's Real Life Stories* and *Our Gal Sunday*.

The ensuing tables compare the ranking of programs in rural areas with their ranking in cities and vice versa:

Portland Oregonian

News Item—"Farmer buys plow with radio."

Ranking of the 10 Leading Evening Programs in Rural Areas Compared with Their Large City Ranks

	Rural Areas	*Large Cities*
Chase & Sanborn Program	1	1
Jack Benny	2	2
Major Bowes Amateur Hour	3	9
Lowell Thomas	4	28
National Barn Dance	5	44
Kate Smith Hour	6	7
Lux Radio Theatre	7	3
Fitch Bandwagon	8	11
Fibber McGee & Co.	9	15
Burns and Allen	10	8

Ranking of the 10 Leading Evening Programs in Large Cities Compared with Their Rural Area Ranks

	Large Cities	*Rural Areas*
Chase & Sanborn Program	1	1
Jack Benny	2	2
Lux Radio Theatre	3	7
Kraft Music Hall—Bing Crosby	4	12
Good News of 1939	5	20
Big Town	6	15
Kate Smith Hour	7	6
Burns and Allen	8	10
Major Bowes Amateur Hour	9	3
Cantor's Camel Caravan	10	11

Ranking of the 10 Leading Daytime Programs in Rural Areas Compared with Their Large City Ranks

	Rural Areas	*Large Cities*
Ma Perkins	1	2
The Guiding Light	2	3
Bachelor's Children	3	14
The Woman in White	4	12
Pepper Young's Family	5	5
Stella Dallas	6	5
Backstage Wife	7	8
David Harum	8	15
Mary Marlin	9	5
The O'Neills	10	24

Ranking of the 10 Leading Daytime Programs in Large Cities Compared with Their Rural Area Ranks

	Large Cities	*Rural Areas*
Ben Bernie	1	39
Ma Perkins	2	1
The Guiding Light	3	2
The Magic Key of RCA	4	35
Pepper Young's Family	5	5
Stella Dallas	5	6
Mary Marlin	5	9
Backstage Wife	8	7
Big Sister	8	14
Aunt Jenny's Real Life Stories	8	19
Our Gal Sunday	8	37

An analysis of preferences by evening program types showed that, with some exceptions, rural audiences favored variety and audience participation shows in about the same degree as their urban neighbors. However, preferences for other program types varied widely from those of urban listeners as Table V indicates.

Special Events and Sports

During the year 1939 the CAB continued its custom of issuing ratings from time to time on public events of outstanding interest. For instance, 16.3% of set owners interviewed reported hearing President Roosevelt's speech at the opening of Congress on Jan. 4, 1939. 13.2% heard him address the American Retail Federation on May 22. The opening of Congress for the Special Session on September 21 was of greater interest since 29.8% heard him at that time. On October 9, when he spoke during the broadcast of the Community Mobilization for Human Needs, 12.1% of set owners reported hearing him. The Duke of Windsor, speaking on May 8 attracted 10.1%. The ceremonies attendant upon the election of the Pope on March 2 were heard by 11%.

The European situation has, of course, had its effect on listening. During the pre-war crisis from Aug. 24 to Aug. 29, 18.7% of set owners listened to news broadcasts during the daytime and 27.2% during the evening. The peak came on Aug. 26 when 33.5% of all programs mentioned were news broadcasts. On Sept. 19, 16.3% of set owners reported hearing Hitler talk from Danzig.

The CAB also reports on the interest of the radio audience in sports features. In 1939 the greatest interest was again displayed in boxing, or at least Joe Louis. His fight with Bob Pastor broadcast on a single network attained a rating of 47.6% which did not approach the figure of 63.6% established in the previous year by the Louis-Schmeling fight broadcast over two networks.

Football and Basketball

College football broadcasts showed a well maintained interest although the previous year's peaks were not attained. Week by week, the ratings were:

Oct. 7	23.6
Oct. 21	37.3
Nov. 4	35.7
Nov. 18	36.2
Dec. 2	36.0

The average for the season was 33.9 compared with about 35 for the preceding year.

Baseball always draws well, especially the World Series, but listeners in 1939 did not equal the radio audience reached the year before. The average rating for the four games in 1939 between the New York Yankees and the Cincinnati Reds, broadcast over a single network, was 21.3. The corresponding figure for the four games in 1938 between the New York Yankees and the Chicago Cubs broadcast over four networks was 33.2. In 1937 the average for four World Series games between the New York Yankees and the New York Giants, also on four networks, was 25.3.

During 1939 the CAB issued monthly reports on listening to baseball broadcasts. The figures were:

April-May	17.7
June	17.2
July	18.7
August	17.6
September	16.2

The All-Star game on July 11 attracted 14.9% of set owners. The ratings for both baseball and football are for play-by-play descriptions and not for resumes or sports news bulletins.

The foundation for the CAB was laid by the radio committee of the Association of National Advertisers in January, 1929. As a result of the committee's discussion of a study made by Crossley Inc., a number of leading advertisers employed that organization to make individual surveys. Later these were combined into a report for the ANA and at the same time Crossley was requested to submit an outline for a cooperative investigation which would include "the checking of program popularity". The ANA appointed a special committee to work out the details. The field work was started by Crossley Inc. on March 1, 1930.

In 1934 the CAB was reorganized, taking its present set-up as a mutual, non-profit organization with a governing committee of five, three of whom are appointed by the president of the Association of National Advertisers and two by the president of the American Association of Advertising Agencies. This committee sets all policies, business, financial and research. Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agencies and networks on the basis of their respective stakes in radio.

The Method Used

The loosely defined term "recall" should not be applied to the technique the CAB now uses. As the result of 11 years of practice, constant experimentation and revision, it is now using a method which perhaps would be better defined as "the triple check method of identification". Under this method the listener need not remember the exact program name. He or she needs to give sufficient information about the program to enable the investigator by cross checking station, time, or description of the program, to enter it on CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question *"Has the program made an impression?"*—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls at four stated times each day, working simultaneously 168 days of the year in 33 major cities from coast to coast complete 510,000 interviews based on more than 800,000 telephone calls. The geographical distribution of calls coincides roughly with the distribution of ra-

Mr. Newyear

THROUGH a fan letter from Arco, Minn., WNAX, Yankton, S. D., discovered and revealed one Happy Newyear—a real person by that name—during the holiday season. After WNAX News Editor Ray Clark had checked the facts and used the story on his newscast, he wired the tip to the Minneapolis office of UP, which contacted Newyear himself and gave complete details to the nation. Mr. Newyear's first name really is Emil, but as he said, "I've never been called anything but Happy, and that suits me fine!"

dio sets and *calls are distributed by income groups in accordance with the distribution of radio set ownership by income groups. Thus the criticism leveled at most telephone surveys, that they reach an undue proportion of persons in the upper income groups, has been eliminated as far as the CAB is concerned.*

Reports Issued

The results of these investigations are sent to subscribers in the form of 24 semi-monthly reports which include ratings for each sponsored network program. Each rating which appears is a percentage of set owners and not of listeners. To illustrate simply:

If, out of each 100 set-owners who are interviewed in the area covered by a given program, 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

Semi-annually two complete analyses of radio program audiences are prepared and sent to subscribers. These reports analyze all programs by type, compare programs by length of broadcast, give variation in popularity preferences both geographically and by income levels, give the relationship between the amount of time devoted to types of programs, and the average popularity of those types. The summer report, for the five months of daylight saving time is based on approximately 212,500 completed interviews with radio set-owners, the seven-month winter report on 297,500.

Annually the CAB issues information on the ebb and flow of the radio audience, comparing the number of sets in operation by years, by season of the year, by parts of the day, by hours of the day, by income levels, by geographical sections.

The CAB has also made three comprehensive studies of program audiences and listening habits in rural areas, comparing these data with the data regularly obtained in large cities. In the latest rural survey, conducted in the spring of 1939, investigators interviewed 21,242 rural set-owners, of whom 10,165 were farmers and 11,077 were located in 350 small towns having an average population of less than 800.

From time to time special reports and ratings on outstanding events such as political speeches, international crises, prize fights, World Series baseball, football, etc. have been issued.

Further, the CAB supplies special analyses of radio programs from statistical material already compiled. For example, after a program has been on the air for a season a subscriber can obtain breakdowns showing the relative popularity of the program for A, B, C and D income levels, by cities, major geographical sections or sales areas. Subscribers can also obtain complete case histories of all commercial programs broadcast during the past nine and one-half years.

How Service is Used

Subscribers use the CAB report to help them:

1. Determine the best day and hour to select whenever a choice of radio time is offered.
2. Follow the popularity trend of various types of programs and discover when a given type is worn out.
3. Purchase talent advantageously by comparing the performers on different programs.
4. Decide whether a given season should be included or dropped.
5. Make comparisons between daytime and evening programs.
6. Compare the difference in program audiences by sections of the country, population groups, income levels etc.
7. Discern by study of the leaders and laggers what makes a good radio program.
8. Check where the most important competition is and thus find the most desirable time to buy.

The CAB provides within a fortnight the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program is broadcast.

Cities Surveyed

The investigation work is regularly carried on in:

Eastern Cities — Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington.

Southern Cities — Louisville, Memphis, Atlanta, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities—Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

Pacific Coast Cities—San Francisco, Los Angeles, Portland, Seattle, Spokane.

Around the Clock

SHORTWAVE facilities of the BBC have been placed on a 24-hour a day basis for the duration of the war with the station never off the air for more than 27 minutes, the maximum amount of time required for adjustments. A more flexible schedule of broadcasts has been introduced, to allow for any emergency reports, although the usual musical, variety and other types of programs are being continued. There are 15 English news broadcasts and 19 foreign language newscasts currently heard each day, with supplementary news, if urgent.

PAT STANTON, general manager of WDAS, Philadelphia, presented his new color motion picture, "Here Is Ireland", in Philadelphia at a three-day public showing Jan. 12-14. Stanton made the film in Ireland last summer during an extensive tour. His first film, made two years ago, was so successful that he was requested to make a second picture in color. The first announcement of the premiere, made on the WDAS *Four Provinces Irish Hour* several days before the showings, brought an advance ticket sale of 4,000.

Cartoon Lessons

A WEEKLY quarter-hour cartoon lesson via television is being given on W6XAO, Los Angeles, by Jimmie Dickie, Hollywood cartoonist.

Here's a Turntable Worthy of Today's Quality Reproducers

Fairchild Unit 227 Transcription Turntable

The best reproducer in the world won't give you perfect record playing and split-second timing unless your turntable is *absolutely accurate*. Fairchild offers its Unit 227 as the most accurate turntable made.

With Fairchild Unit 227 you can:

1. Change simply from 78 RPM to 33 RPM. You merely shift the push rod on the turntable's center shaft.
2. Play either vertical or lateral cut records up to 16 inches in diameter.
3. Mount various types of reproducers on the panel or on the enclosure in which the turntable itself is mounted.
4. Easily flush mount turntable in a cabinet or desk for permanent studio installations.

Equipment assembled on a 17-inch by 21-inch aluminum panel ¼ inch thick finished in black crackle lacquer. A 1/50 H.P.—1800 RPM synchronous motor drives the turntable through a 2-speed adhesion drive. Turntable made of seasoned cast iron, *dynamically balanced*. Weight 16 pounds. For "wow" free performance gears and worms are ground to an accuracy of less than two parts in ten thousandths of an inch. Equipped with quiet 110-120-volt 60-cycle motor. Floating motor assembly isolates motor vibration from turntable.

Send today for descriptive literature

"... it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

CHART BREAKER!

Buy WAIR and watch the sales line move right up through the top! Throughout this rich territory, WAIR is tops in listener-confidence — the chief sales-producing ingredient!

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

NEWSPAPER LIAISON ON COAST

KSFO and 'Examiner' Celebrate With Year End Dramatization of 1939 Headlines

THE LIAISON between San Francisco's toughest-toward-radio newspaper (Hearst's *Examiner*) and KSFO (CBS outlet) was celebrated Dec. 30 with a two-hour dramatic "colossal". Titled *March of Events of 1939*, after the *Examiner* Sunday section, the dramatization of news stories making the 1939 headlines produced a staggering series of superlatives. It was the longest dramatic show in San Francisco radio history (2-hours and 15-minutes) with the longest script (100 pages); it required the greatest variety of sound effects; was produced in San Francisco's newest and largest radio studio; and the chances are it developed the most headaches—both fore and aft.

The production was directed by Carroll Coleman with the entire show under the general direction of Arthur W. Stowe, KSFO's program director. Background music was especially scored by Dick Aurandt, KSFO-CBS musical director, and sound effects were in the hands of Jimmy Lyons. A special feature was a recorded montage of sound effects of crowd noises, explosions, ricochets, etc.

The broadcast was on *March of Time* format. The *Examiner* library and editorial department provided material, which was coordinated by Tro Harper, KSFO scripter who wrote the 100-pages of dialogue and plotted the continuity.

Mutual Promotion

To ballyhoo the program during the week preceding the broadcast, the *Examiner* ran pictures and stories in its news columns, kept a front page box going daily calling attention to it, posted rack cards on all *Examiner* newsstands, and had a display in their downtown window.

KSFO's promotional activities consisted of 80 teaser announcements; special five-minute evening programs of the prevue type; and a series of sound trailers in 13 neighborhood movie theatres. This broadcast was the initial of a series of promotional broadcasts on KSFO in cooperation with the *Examiner*. Negotiations with the *Examiner's* management leading into the promotional affiliation were handled by Manager Philip G. Lasky and R. W. Dumm, promotion manager.

TWO sound effects men developed background for a 100-page action script of world events, in which KSFO and the *San Francisco Examiner* celebrated their liaison with a two-hour year-end broadcast. KSFO noisemakers (l to r) are Carroll Coleman, director; Sandy Spillman, sound assistant, and Jimmy Lyons, sound chief.

New Ex-Lax Drive

EX-LAX MFG. Co., Brooklyn, (proprietary), as of Jan. 1 has added a large list of stations to the list which carried its spot announcements three to ten times weekly during 1939. The exact total of stations used has not been released by Joseph Katz Co., New York, agency in charge.

Two Coast Publications Handling News of Radio

TWO San Francisco publications recently opened their pages to radio news. *San Francisco Cavalcade*, a new tabloid, is devoting two full pages to program notes, personalities and comment regarding broadcast programs and people. It is issued each Thursday and is distributed to all downtown hotels and apartment houses.

On Jan. 3 the *San Francisco Shopping News* inaugurated a radio section, devoting approximately one third of its front page to a chatty column edited by Tom Tyrell and topped by a picture layout. This feature is now appearing twice weekly in the *Shopping News*, which has a circulation of 200,000.

Merryl Cooley, publisher of the *Shopping News*, announced that in the near future he will start a similar radio column in the *San Francisco Eastbay Shopping News*, with a circulation of 125,000. San Francisco stations are putting out courtesy spot announcements for *Shopping News* in return for the publicity.

ARE YOU FIDDLIN' AROUND WITH NERO (KY.)?

If you are fiddlin' around with the idea of setting fire to the buyers in Nero, or Mud Camp, or Jamboree (Ky.), don't use WAVE! We don't *reach* 'em! What we *do* reach is the Louisville Trading Area, which accounts for more retail buying than all the rest of Kentucky, combined. . . . This area tunes to WAVE because we are its *nearest source* for the pick of N. B. C.'s best stuff, plus a swell newsroom, and Louisville's finest local talent. Let us send our really informative data book. All facts—no bunk.

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

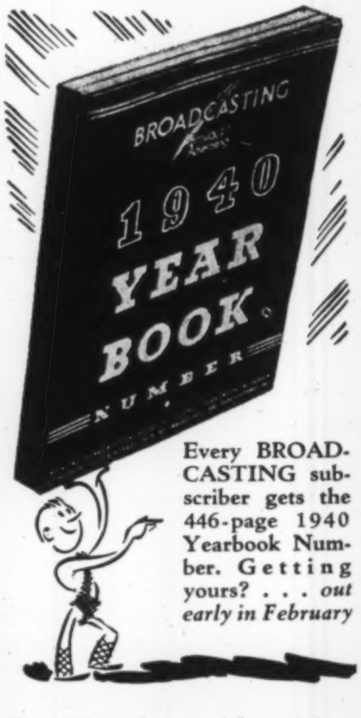
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

Specializing in RECORDED *Spot Announcements for* LOCAL *Advertisers*

We Supply SCRIPT • CAST SOUND EFFECTS

Walter Patrick Kelly

RKO Bldg • Radio City • New York



Every BROADCASTING subscriber gets the 446-page 1940 Yearbook Number. Getting yours? . . . *out early in February*

NBC WINS

Nation-wide Popularity Polls!

Once again U. S. and Canadian radio editors award majority of "firsts" and other coveted positions to NBC programs and artists

NBC WINS

World-Telegram Poll!
Takes 12 out of 15 first places!

Favorite Program	JACK BENNY
Outstanding New Star	ALEC TEMPLETON
Popular Male Singer	BING CROSBY
Favorite Studio Announcer	DON WILSON
Popular Classical Singer	NELSON EDDY
Popular Quarter Hour Program	FRED WARING
Best Comedian	JACK BENNY
Popular Orchestra	GUY LOMBARDO*
Favorite Sports Announcer	BILL STERN
Favorite Quiz Program	INFORMATION PLEASE
Favorite Commentator	LOWELL THOMAS
Favorite Symphonic Conductor	TOSCANINI

* Shared with CBS.

NBC WINS

Fame Poll (Made by Motion Picture Daily and Motion Picture Herald)
Takes 16 out of 22 first places!

Open Champion	EDGAR BERGEN (Charlie McCarthy)
Film Stars on Air	DON AMECHE
Dramatic Series	ONE MAN'S FAMILY
Comedians	JACK BENNY
Comediennes	FANNIE BRICE
Comedy Teams	FIBBER McGEE AND MOLLY
Popular Singers, Male	BING CROSBY
Classical Singers, Male	NELSON EDDY
Classical Singers, Female	MARGARET SPEAKS
Popular Dance Orchestras	GUY LOMBARDO*
Swing Dance Orchestras	BENNY GOODMAN
Classical Orchestras	NBC SYMPHONY
Popular Musical Programs	KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE
Comedy Series	JACK BENNY
Announcers	DON WILSON
Commercials	JELLO PROGRAM

* Shared with CBS.

NBC WINS

Cleveland Plain Dealer Poll!*
Takes 14 out of 18 first places!

Favorite Personality	CHARLIE McCARTHY
Favorite Program	CHASE & SANBORN
Best Master of Ceremonies	DON AMECHE
Best Classical Male Singer	NELSON EDDY
Best Classical Female Singer	LUCILLE MANNERS
Best Popular Male Singer	BING CROSBY
Best Comedian	JACK BENNY
Best Dramatic Serial	ONE MAN'S FAMILY
Best Light Classical	FIRESTONE HOUR
Best Dance Band	GUY LOMBARDO**
Best Variety Hour	CHASE & SANBORN
Best Quiz Show	INFORMATION PLEASE
Best Commentator	LOWELL THOMAS
Best Educational	CHICAGO ROUND TABLE

---

* Besides Cleveland, readers in 149 cities and towns participated in the balloting.

** Shared with CBS.

IN nearly every classification in the WORLD-TELEGRAM, CLEVELAND PLAIN DEALER and FAME, NBC artists or programs held the majority of the choice positions. Naturally NBC is proud of these sweeping victories. We thank the advertisers and agencies who made these programs possible. And to the radio editors whose votes decided the winners, we are deeply appreciative.

NATIONAL BROADCASTING COMPANY

WORLD'S GREATEST BROADCASTING SYSTEM ● A Radio Corporation of America Service

Major Networks' Gross Billings by Advertisers: 1939

NBC Gross Billings

Advertiser	Amount
Procter & Gamble Co.	$6,485,788
Camay $731,210	
Chipso $523,533	
Crisco $858,988	
Dreft $235,265	
Drene $116,176	
Ivory Flakes $767,696	
Ivory Soap $819,614	
Lava Soap $269,910	
Oxydol $1,191,187	
Teel $372,057	
White Naphtha Soap $600,152	
Sterling Products	$3,047,077
Bayer Aspirin $435,499	
Bayer Lozenges $22,078	
Cal-Aspirin $122,979	
Haley's M-O $190,355	
Dr. Lyons Tooth Powder $993,557	
Mulsified Oil Shampoo $6,755	
Philips Milk of Magnesia $388,788	
Phillips Milk of Magnesia $388,788 Toothpaste & Tablets $330,103	
Phillips M M Cream $556,963	
Standard Brands	$2,898,521
Fleischmann Yeast $424,508	
Foil Yeast for Health $332,726	
Royal Desserts & Fleischmann Yeast $672,520	
Chase & Sanborn Coffee $946,240	
Tender Leaf Tea $522,527	
General Mills	$2,136,953
Bisquick $345,441	
Corn Kix $367,942	
Kitchen Tested Cake Flour $88,468	
Softasilk Cake Flour $680,227	
Sperry Flour Products $112,284	
Wheaties $542,588	
General Foods Corp	$2,078,400
Grape Nuts $351,996	
Jello $677,366	
Jello Pudding $100,008	
Post 40% Bran Flakes $70,040	
Maxwell House Coffee $878,990	
American Home Products Co.	$1,219,438
Aerowax $98,907	
Anacin $582,366	
Bisodol $461,176	
Clapps Baby Food $13,647	
Fly-Ded $33,067	
Freezone $51,248	
Hills Cold Tablets $62,120	
Kolynos $205,937	
Old English Floor Wax $157,347	
Plastic Wood $58,863	
Brown & Williamson Tobacco Corp.	$1,707,501
Avalon Cigarettes $520,940	
Bugler Tobacco $451,118	
Raleigh Tobacco $346,488	
Raleigh & Kool Cigarettes $371,118	
Tobacco & Cigarettes $17,837	
Miles Laboratories	$1,236,254
American Tobacco Co.	$1,219,438
Lucky Strike Cigarettes $1,041,155	
Pall Mall Cigarettes $178,283	
Quaker Oats Co.	$1,192,004
Quaker Farina $10,076	
Aunt Jemima P C Flour $45,156	
Quaker Oats $728,468	
Puffed Wheat & Rice $408,304	
National Dairy Products Corp.	$1,164,930
Kraft $982,074	
Sealtest $182,856	
Bristol-Myers Co.	$1,141,548
Vitalis $435,078	
Ipana-Sal Hepatica $706,470	
Liggett & Myers Tobacco Co.	$992,032
Andrew Jergens Co.	$763,940
Woodbury's Soap & Cosmetics $516,666	
Jergens Lotion $247,274	
Cities Service Co.	$718,282
Cummer Products Co.	$689,664
Energine $220,968	
Molle $468,696	
Sun Oil Co.	$656,084
Radio Corp. of America	$635,926
Lewis-Howe Medicine Co.	$635,338
Pepsodent Co.	$603,400
Toothpaste $90,288	
Toothpaste, Toothpowder & Ant. $513,112	
Carnation Co.	$598,137
Carnation Milk $551,676	
Albers Cereal $46,461	
Philip Morris & Co.	$590,016
S. C. Johnson & Son	$589,330
Pillsbury Flour Mills Co.	$561,710
Firestone Tire & Rubber Co.	$558,746
Kellogg Co.	$514,442
Corn Flakes $409,280	
Krispies $105,162	
P. Lorillard Co.	$490,232
F. W. Fitch Co.	$488,265
Lady Esther Co.	$461,671
Ralston-Purina Co.	$457,776
Wheat Cereal $191,604	
Cereals $266,172	
Campbell Soup Co.	$451,248
Food Products $360,144	
Tomato Juice $91,104	
B. T. Babbitt Inc.	$436,200
Wander Co.	$389,312
General Electric Co.	$367,629
Canada Dry Ginger Ale	$358,307
J. B. Williams Co.	$349,838
Pacific Coast Borax Co.	$348,232
Sherwin-Williams Co.	$307,965
S-W Paints $192,809	
Acme Paints $115,156	
R. J. Reynolds Tobacco Co.	$305,241
Welch Grape Juice Co.	$297,368
Goodyear Tire & Rubber Co.	$273,881
Mars Inc.	$253,816
Fels Co.	$242,702
Colgate-Palmolive-Peet Co.	$240,637
Shaving Cream $56,128	
Super Suds $184,509	
Macfadden Publications Inc.	$219,933
Dr. E. S. Sloan Inc.	$208,536
Sloan's Liniment $195,114	
Vince $13,422	
Richfield Oil Corp	$200,564
Ward Baking Co.	$194,664
Penn Tobacco Co.	$190,272
Grove Laboratories Inc.	$180,007
Musterole Co.	$174,456
Adam Hat Stores	$151,893
Swift & Co.	$127,384
Sunbrite Cleanser $122,388	
Frankfurters $4,996	
Vick Chemical Co.	$121,488
G. Washington Coffee Refining Co.	$108,077
Richardson & Robbins	$104,832
Manhattan Soap Co.	$101,898
Standard Oil of California	$100,794
John Morrell & Co.	$98,544
Westinghouse Electric & Mfg. Co.	$94,822
Lamont Corliss & Co.	$87,460
Ponds Cream & Powder $77,532	
Danya Hand Lotion $9,928	
Time Inc.	$76,260
Dunn & McCarthy	$70,728
American Rolling Mill Co.	$68,406
Signal Oil Co.	$62,246
H. Fendrich Inc.	$60,984
C. H. Gulden Inc.	$59,296
Wesson Oil & Snowdrift Sales Corp.	$47,676
Bowey's Inc.	$47,498
Food & Beverage Broadcasters Ass'n	$46,938
Gordon Baking Co.	$39,312
Princess Pat Ltd.	$38,160
Cardinet Candy Co.	$37,864
C. F. Mueller & Co.	$34,816
Palmer Bros.	$34,182
Benjamin Moore & Co.	$32,192
Ohio Oil Co.	$31,461
Gallenkamp Stores Co.	$31,131
Geo. W. Luft Co.	$29,227
Wheatena Corp	$26,442
Loose-Wiles Biscuit Co.	$26,280
Langendorf Bakeries	$24,660
Thos. Cook & Son Wagon-Lits	$23,430
Modern Food Process Co.	$23,236
Ballard & Ballard Co.	$22,084
General Motors Corp. (Buick Division)	$19,983
Tidewater Associated Oil Co.	$18,275
Gilmore Oil Co.	$18,012
Air Conditioning Training Corp.	$15,356
Tillamook County Creamery Assn.	$11,508
Wilshire Oil Co.	$8,256
Magazine Repeating Razor Co.	$7,602
Hecker Products Corp.	$6,960
Vanette Hosiery Mills	$5,200
American Oil Co.	$4,351
Chas. B. Knox Gelatine Co.	$3,796
Pittsburgh Coal Co.	$1,087
Political	$3,340
Total	$45,244,354

CBS Gross Billings

Advertiser	Amount
Lever Brothers Co.	$3,392,672
General Foods Corp.	3,191,167
Colgate-Palmolive-Peet Co.	2,509,096
Procter & Gamble Co.	2,283,347
Campbell Soup Co.	2,253,083
R. J. Reynolds Tobacco Co.	1,418,333
William Wrigley Jr. Co.	1,304,391
American Tobacco Co.	1,286,703
Chrysler Corp.	950,146
Ford Motor Co.	949,297
Liggett & Myers Tobacco Co.	945,620
Texas Co.	875,418
American Home Products Corp.	804,839
Continental Baking Co.	729,543
Pet Milk Sales Corp.	699,242
Ethyl Gasoline Co.	497,575
Hawaiian Pineapple Co.	489,630
Philip Morris & Co.	487,470
Lambert Co.	460,650
U. S. Tobacco Co.	450,075
Lady Esther Co.	439,875
Campana Corp.	438,850
Gulf Refining Co.	426,360
Prudential Insurance Co. of America	414,330
Beneficial Management Corp.	390,895
International Cellucotton Prods. Corp.	384,430
Cudahy Packing Co.	352,425
Sterling Products	351,765
Kellogg Co.	347,032
Brown & Williamson Tobacco Co.	340,035
Sealtest Inc.	325,550
U. S. Rubber Products Co.	301,850
American Oil Co.	295,048
Geo. A. Hormel & Co.	283,753
General Mills, Inc.	272,925
Nehi Inc.	261,248
International Silver Co.	235,244
Noxzema Chemical Co.	235,058
Chesebrough Mfg. Co.	227,385
P. Lorillard Co.	217,695
Pure Oil Co.	215,423
E. I. DuPont de Nemours & Co.	196,620
Griffin Mfg. Co.	190,255
Corn Products Refining Co.	164,983
Household Finance Corp.	134,763
Lehn & Fink Products Co.	116,415
Penn Tobacco	103,475
McKesson & Robbins	102,375
Boweys Inc.	100,167
Columbia Recording Corp.	85,740
Fels & Co.	72,970
Purity Bakeries Service Corp.	63,985
Pennick & Ford, Ltd.	63,620
John H. Woodbury Co.	56,020
Cal. Fruit Growers Exchange	54,041
Stephano Bros.	30,495
Rio Grande Oil Co.	27,540
S & W Fine Foods Inc.	26,410
Tidewater Associated Oil Co.	22,102
Euclid Candy Co. of Cal.	17,860
Duart Mfg. Co.	17,690
Axton Fisher Tobacco Co.	17,280
Mennen Co.	16,310
Chamberlain Laboratories	16,244
Union Oil Co.	15,275
Wilmington Transportation Co.	11,000
Paramount Pictures Inc.	10,465
Atlantic Refining Co.	10,093
Ralston Purina Co.	8,235
Twentieth Century Fox Film Corp.	7,173
Coty Inc.	6,041
Wilshire Oil Co.	5,940
Holland Furnace Co.	5,645
Bathasweet Corp.	3,960
Sofenz Sales Corp.	3,658
Cardinet Candy Co.	3,520
Knox Gelatine Co.	3,050
Old Trusty Dog Food Co.	2,704
Calavo Growers of Cal.	2,560
Colonial Dames Inc.	1,470
I. J. Fox Co.	691
Political Advertisers	5,352
Grand Total	$34,539,665

MBS Gross Billings

Advertiser	Amount
Bayuk Cigars	$521,614
Ironized Yeast Co.	356,969
Gospel Broadcasting Assn.	304,651
Lydia E. Pinkham Medicine Co.	220,073
General Baking Co.	212,733
Philip Morris & Co.	138,680
Philip Morris Cigarettes $82,360	
Dunhill Cigarettes 37,180	
Revelation Tobacco 19,140	
Emerson Radio & Phonograph Corp.	102,576
Wheeling Steel Corp.	101,722
Lutheran Laymen League	99,565
Gillette Safety Razor Co.	93,577
P. Lorillard Co.	86,087
Mennen Co.	77,301
Metropolitan Life Insurance Co.	70,240
Delaware, Lackawanna & Western Coal Co.	63,047
Ramsdell Inc.	60,076
Richman Bros.	51,053
Gordon Baking Co.	42,768
Axton-Fisher Tobacco Co.	31,190
Detrola Corp.	30,977
Moody Bible Institute	30,738
Wheatena Corp.	24,228
General Cigar Co.	22,960
Bell & Co.	22,859
Sweets Co.	18,356
Lambert Co.	15,784
Congress Cigar Co.	14,662
American Bird Products	13,823
Thomas Leeming & Co.	12,540
Maltex Co.	11,301
Quaker Oats Co.	8,943
V. LaRosa & Sons	8,640
Aurora Laboratories	8,192
Hartz Mountain Products Co.	7,274
Hotel Roosevelt	6,825
Twentieth Century-Fox Film Corp.	5,910
Winter & Co.	5,505
Bathasweet Corp.	4,698
Paramount Pictures	2,557
Vadsco Sales Corp.	2,043
Maine Development Commission	1,920
General Mills	1,410
Cooperative	413,715
Total	$3,329,782

1939 Network Advertisers by Industries

	*NBC	CBS	MBS	Totals
Automotive	$ 852,610	$ 2,201,293	$ 25,356	$ 3,079,259
Building Materials	68,406	5,645	101,722	175,773
Cigars, Cigarettes, Tobacco	5,555,716	5,297,181	815,193	11,668,090
Clothing	157,093	691	96,135	253,919
Confectionery, Beverages	649,987	1,587,019	38,486	2,275,492
Drugs & Toilet Goods	13,872,839	7,651,605	901,227	22,425,671
Financial & Insurance	....	939,988	79,761	1,019,749
Foods & Food Beverages	14,412,411	9,688,774	537,731	24,638,916
Garden & Field	....	....	....	....
House Furniture & Furnishings	496,633	....	2,399	499,032
Jewelry & Silverware	....	235,244	....	235,244
Lubricants & Fuel	1,819,412	2,390,774	65,417	4,275,603
Machinery, Farm Equipment	....	....	327	327
Paints & Hardware	340,157	....	....	340,157
Radios & Musical	635,926	85,740	139,058	860,724
Schools & Corres. Courses	15,356	....	....	15,356
Shoes & Leather	101,859	190,255	3,051	295,165
Laundry Soaps & Housekeepers' Supplies	5,751,483	4,032,142	....	9,783,625
Stationery & Publishers	296,193	....	....	296,193
Travel, Hotels, Amusements	23,430	11,000	10,456	44,886
Wines & Beers	....	....	9,744	9,744
Political	....	5,352	....	5,352
Miscellaneous	194,843	216,962	503,719	915,524
Totals	$45,244,354	$34,539,665	$3,329,782	$83,113,801

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* Combined Red and Blue.

War Delays Building

CONSTRUCTION OF WLWO, new 50,000-watt international broadcasting station of the Crosley Corp., and adjunct of WLW, is being delayed by the war. It was planned to have the station ready by Jan. 1, but two shipments of a special material from England have thus far failed to arrive. The material is mycalex, a special type of high voltage insulating board. It is hoped that the station will be in operation a few weeks after the material is received.

Cuticura Renews, Adds

POTTER DRUG & CHEMICAL Co., Malden, Mass., on Jan. 1 renewed contracts with the 30 stations carrying twice-daily spot announcements for Cuticura soap, and added WJZ, New York, to the list using five-minute periods several times weekly on that station. Atherton & Currier, New York, is the agency in charge.

THE MBS *Listen America* Sunday night program, with various sponsors, was discontinued Jan. 14. Henry Souvaine Inc., producer of the program, stated an announcement would be made shortly regarding the program's continuance.

Actors Appointed To KMPC Board

Occupies Its New Hollywood Plants, Dedicated Jan. 15

A NOVEL departure in radio—election of five outstanding radio and entertainment personalities to a station's board of directors—has been announced by KMPC, Beverly Hills, Cal., coincident with the announcement that it would begin fulltime operation Jan. 15.

Freeman Gosden and Charles Correll (Amos 'n Andy), Bing Crosby, Harold Lloyd and Paul Whiteman are the new board members. They supplement George A. (Dick) Richards, president and chief owner of WJR, Detroit, and WGAR, Cleveland, as well as KMPC; Leo Fitzpatrick, executive vice-president of the stations; John F. Patt, vice-president; P. M. Thomas, secretary-treasurer, and Leo B. Tyson, vice-president and general manager.

Plant Improved

KMPC, which becomes an optional Los Angeles outlet for CBS [BROADCASTING, Dec. 15] was purchased in June, 1937 by the Richards group as a 500-watt station on 710 kc. with limited time. Under its new operating setup, the station acquires fulltime with 5,000 watts daytime and 1,000 night. Many improvements have been made, including new studios and equipment in the location on Wilshire Boulevard. The Jan. 15 dedicatory fulltime program was to include an elaborate ceremony, with the new celebrity-directors to appear along with many other motion picture favorites. The new board, it was announced, is financially interested in the station and will meet Jan. 14.

KMPC will be offered by CBS as an optional outlet available to both coast-to-coast and Pacific Coast advertisers in addition to or in place of KNX, basic 50,000-watt CBS-owned outlet.

KMPC has purchased the site of the former KECA transmitter which was newly constructed and equipped just two years ago but abandoned by Earl C. Anthony when he acquired KEHE. Tests conducted by R. Morris Pierce, chief engineer of WGAR, who has been in Los Angeles since the first of the year, indicate a phenominal improvement in signal and coverage from the new location.

An elaborate merchandising and promotional campaign to direct attention of local and national advertisers to the station's new features also is in preparation. Eastern executives of the station, including Messrs. Fitzpatrick, Patt and Thomas, will remain in Los Angeles temporarily, it was stated.

The Selling Voice
that UPS Your Sales!

WNOX

SCRIPPS-HOWARD RADIO, INC.

KNOXVILLE
TENNESSEE
- 1010 KC -
5000 w. Day—1000 Night

CBS

The Branham Company

RADIO
SCREEN
STAGE
VARIETY
SHOWMANSHIP AWARDS
UP-TO-DATE ASPECT VITAL
MISSING FROM RATE CARDS
1939 Award For
FARM SERVICE STATION
to
WNAX
Yankton, S. D.
FACTORS THAT MAKE
WNAX
A TOP-STATION IN
LISTENERS PER DOLLAR

WNAX

receives Variety's
SHOWMANSHIP AWARD
for Farm Service

WNAX service to the LARGEST daytime rural audience among all Columbia Stations wins Variety's award. And it can win sales for you. This type of showmanship is one of the "factors that make WNAX a top station in listeners per dollar."

WNAX—only Columbia station between Minneapolis and Denver, between Omaha and Canada—has the 24th largest urban daytime audience and the SIXTH largest total daytime audience among all Columbia Stations.

WNAX with 5,000 watts that do the work of 50,000, and at 5,000 watt rates, can help you sell your products profitably. Can't we tell you more about it.

•
A Cowles Station
5000 Watts L. S.
1000 Watts Night
CBS
•
Represented by
The KATZ Agency

RADIO STATION WNAX 570 ON YOUR DIAL

Studios-WNAX Building, Yankton - Orpheum Building, Sioux City

BMI Stock Sales Encourage Miller

Districts Responding to NAB's Promotion Campaign

ROUNDING the home stretch in his nationwide campaign on behalf of Broadcast Music Inc., which would become the industry-owned music organization, NAB President Neville Miller has reported even more encouraging responses from stations covered at district meetings since the first of the year.

With 13 of the 17 NAB districts canvassed, a total of 271 stations already have committed themselves to support of the project for a $1,500,000 copyright fund. These stations represent 65% of the broadcast income in those areas, as against approximately 60% reported from 10 districts covered prior to the first of the year [BROADCASTING Jan. 1].

Returns Analyzed

An analysis of the station returns thus far received, covering the 13 districts, shows that there are 551 commercial stations located within their borders. Of these, 311 attended the district meetings, while 271 committed themselves to the copyright fund. Thus 82% of those attending the meetings and approximately 50% of all of the stations in the districts are listed as contributors.

Based on NAB computations, it is estimated that for the country as a whole, station income, exclusive of network revenue and after customary discounts, is approximately $76,000,000. Of this aggregate, income in the 13 districts already covered in behalf of Broadcast Music is approximately $65,000,000. The 271 stations which have pledged support of Broadcast Music represent about $42,300,000 of the aggregate income in those areas, which provides the 65% figure.

Based on the estimated income figures by districts, the analysis indicates that stations in Districts 1 (New England); 3 (Del., N. J., Pa.); 4 (D. C., Md., N. C., S. C., Va. and W. Va.); 12 (Kans. and Okla.), and 14 (Colo., Idaho, Wyo., Mont.) had subscriptions representing more than 80% of the aggregate station income. Stations in Districts 6 (Ark., La., Miss., Tenn.); 11 (Minn., N. D. S. D.) and 13 (Tex.) reported 60 to 80% while those in Districts 2 (New York); 7 (Ky., Ohio); 8 (Ind., Mich.); 9 (Ill., Wisc.), and 10 (Iowa, Mo., Neb.) reported in the neighborhood of 50%.

Additional Pledges

Besides those stations already listed as having committed themselves to Broadcast Music [BROADCASTING Jan. 1], the NAB Jan. 12 announced the following additions, based on pledges at the new district meetings:

Delaware—WDEL WILM

New Jersey—WSNJ WCAM WAAT WHOM WOR

Pennsylvania—WCBA WSAN WFBG WEST WIBG WHJB WKBO WAZL WJAC WGAL KYW WCAU WDAS WFIL WHAT WIP WPEN WTEL KDKA KQV WCAE WJAS WWSW WEEU WRAW WGBI WKOK WBRE WRAK WORK

Arkansas—KARK

Louisiana—KALB WJBO WSMB WWL KTBS KWKH

Mississippi—WJPR WJDX WSLI WAML WSKB WQBC

Tennessee—WDOD WHBQ WMC WMPS WREC WLAC WSM

Texas—KFDA KGNC KFDM KRIS WFAA KGKO WBAP KRPC KTRH KXYZ KFRO KFYO KIUN KONO KTSA WOAI KTEM KGKB KRGV KWFT

Other additions announced since publication of the list in the last issue of BROADCASTING from districts previously canvassed were: KFIZ, WTHT, WHAI, WORC, WFAS, KDLR and WDAN. WIL, St. Louis, and WJAG, Norfolk, Neb., listed as having pledged support, have been removed from the list.

District meetings on which reports are awaited include District 16, comprising Arizona, New Mexico and Southern California, at Los Angeles, Jan. 9; District 17, with the Oregon stations meeting in Portland, Jan. 12, and the Washington stations in Seattle, Jan. 13; District 5, with Alabama and Georgia stations meeting in Columbus, Ga., Jan. 18, and Florida stations in Orlando, Jan. 19.

At the District 3 meeting in Camden Jan. 4, 53 broadcasters were in attendance, with 36 of the 48 commercial stations in New Jersey, Pennsylvania, and Delaware represented. All stations represented pledged their support. Mr. Kaye, in behalf of the NAB, outlined the Broadcast Music project. S. R. Rosenbaum, president of WFIL and a director of Broadcast Music, and Isaac D. Levy, CBS director and co-owner of WCAU, Philadelphia, both gave the project their enthusiastic support. Joseph L. Miller, NAB director of labor relations, discussed the AFM situation, along with wage and hour regulations as they affect the industry.

Following the meeting, the Pennsylvania Assn. of Broadcasters, headed by Clair R. McCollough, general manager of the Mason-Dixon Group, held a regular meeting, discussing intra-industry problems. Mr. McCollough outlined conversations with recording companies relating to the proposed licensee fee for performance of phonograph records. Based on his observation, he said, there is a possibility that the license fees never will be imposed against broadcasters, though the problem is still a serious one.

District 3 Pledges

District 3 stations which pledged themselves or indicated through representatives that they would recommend support of BMI to their owners were:

WDEL WILM WSNJ WCAM WAAT WHOM WOR WCBA WFBF WEST WIBG WHJB WKBO WAZL WJAC WGAL KYW WCAU WDAS WFIL WHAT WIP WPEN WTEL KDKA KQV WCAE WJAS WWSW WEEU WRAW WGBI WKOK WBRE WRAK WORK.

Present at the sessions were: Sydney M. Kaye, NAB; F. E. Chizzini, NBC; W. C. Gartland, NBC; Ralph Wentworth, Lang-Worth; V. C. Diehm, WAZL; Derby Sproul, KDKA; John Laux, KQV; H. K. Brennen, WJAS; C. O. Langlois, Lang-Worth; C. G. Moss, WKBO; Mike Lahr, WKOK; George E. Joy, WRAK; W. V. Person, WRAK; B. A. Beck, WKOK; George W. Beck, WKOK; Clair R. McCollough, Mason-Dixon Group; Isaac D. Levy, WCAU; Ken Stowman, WCAU; J. C. Tully, WJAC; Roy Thompson, WFBG; George D. Coleman, WGBI; Sam Baltimore, WBRE; Leonard Kapner, WCAE; E. M. Stoer, WCAE; Frank R. Smith, WWSW; Benedict Gimbel Jr., WIP; Joseph L. Miller, NAB; Frederick Caperoon, WCAM; Bob Horn, WCAM; A. W. Dannenbaum Jr., WDAS; Pat Stanton, WDAS; S. R. Rosenbaum, WFIL; Paul H. LaStayo, WAAT; Howard S. Frazier, WSNJ; Walter Miller, WGAL; Robert Gulick, WORK; Gorman Walsh, WDEL; Louis G. Baltimore, WBRE; Leslie W. Joy, KYW; Griffith B. Thompson, KYW; Joseph Land, WHOM; Jack Compter, WHOM; Charles Stahl, WCAM; Ed. D. Clery, WIBG; T. M. Maxwell, WIBG; Doug Hibbs, WTEL; Henry N. Crocker, WTEL; B. Bryan Musselman, WCBA-WSAN; Ray Gaul, WRAW; Clifford M. Chafey, WEEU; Arthur Simon, WPEN; A. Heine, WCAM.

New Orleans District

At the District 6 meeting at New Orleans Jan. 3, 20 stations pledged themselves to BMI support. The meeting was presided over by Edwin W. Craig, WSM, Nashville, district director. The district comprises Arkansas, Louisiana, Mississippi and Tennessee, in which there are 49 commercial stations. All but four of the stations represented at the session subscribed.

SINCE purchase of WKRC, Cincinnati, by the *Cincinnati Times-Star* a news studio has been built in the *Times-Star* building directly off the local room of the newspaper. Standard Oil of Ohio is sponsoring four AP news periods daily, with four additional AP newscasts also on the station's daily schedule. Charles V. Lutz, one of the Sohio news reporters, is shown during a broadcast from the new studio.

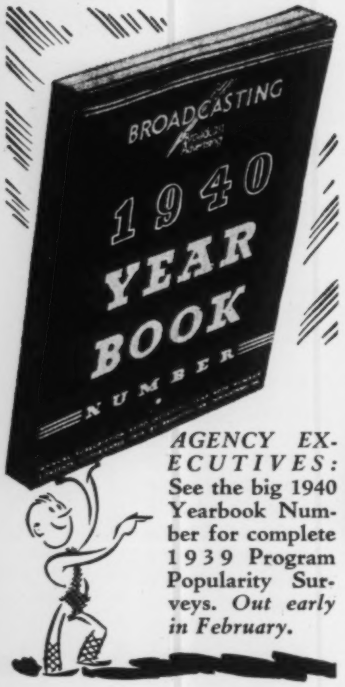
District 6 stations which signed are: KARK, KALB, WJBO, WSMB, WWL, KTBS, KWKH, WJPR, WJDX, WSLI, WAML, WSKB, WQBC, WDOD, WHBQ, WMC, WMPS, WREC, WLAC, WSM.

Attending the New Orleans meeting were: G. E. Zimmerman, KARK; W. H. Allen, C. Eddy Rogers, KALB; Chas. P. Manship, H. Vernon Anderson, WJBO; J. C. Liner, Sr., KMLB; Raymond F. Hufft, WNOE; J. H. Uhalt, WDSU; Charles C. Carlson, G. W. Oxford, WJBW; Harold Wheelan, WSMB; Chas. I. Denechaud, W. H. Summerville, Jimmie Willson, Louis Read, F. A. Cavey, WWL; John C. McCormack, KTBS John C. McCormack, KWKH; John R. Pepper, WJPR; Wiley Harris, WJDX; L. M. Sepaugh, WSLI; D. A. Matison, Hugh M. Smith, WAML; George Blumenstock, WSKB; O. W. Jones, Mrs. Frank Cashman, WQBC; Henry W. Slavick, WMC; James C. Hanrahan, WMPS; S. O. Ward, WLAC; Edwin W. Craig, WSM; Norman A. Thomas, WDOD; Hoyt B. Wooten, WREC and WHBQ.

Texas Meeting

At the Texas district meeting (District 13) in Dallas Jan. 5, 23 stations committed themselves to Broadcast Music, according to O. L. Taylor, KGNC, Amarillo, district director. President Miller also presided at this session.

Twenty-one of the stations actually subscribed, one station committed itself and one station representative promised to recommend subscription to his superiors. There are some 60 stations in the State, including those holding construction permits. Mr. Taylor said that many stations were not represented at the meeting because of inclement weather, distance or other factors, but that a number had notified him they definitely would subscribe to the project. Attending the meeting were: DeWitt Landis, KFYO; Frank Mayborn, Burton Bishop, KTEM; James R. Curtis, KFRO; Tilford Jones, KXYZ, KTRH, KRIS; E. K. Gaylord, Edgar Bell, O. C. Brown, J. I. Meyerson, WKY; O. L. Taylor, KGNC; J. M. Moroney, Martin B. Campbell, Alex Keese, Irvin Gross, WFAA; M. E. Danbom, KGKB; Jack Hawkins, KIUN; E. J. Roth, KONO; Darrold Kahn, C. B. Locke, KFDM; Ken Sibson, KRGV; H. C. Southard, Harold Hough, WBAP; George



AGENCY EXECUTIVES: **See the big 1940 Yearbook Number for complete 1939 Program Popularity Surveys.** ***Out early in February.***

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER CALIFORNIA

PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

Johnson, KTSA; J. W. Runyon, Clyde Rembert, KRLD; Charles Jordan, WRR; George Cranston, KGKO; Hugh Halff, WOAI; Kern Tips, KPRC; Earl Stransberg, KFDA; Ray Nichols, KVWC; Joe Carrigan, KWFT.

* * *

QUESTIONING the effect of his views on the "morale of the industry" at a time when a "solid front is an absolute necessity", C. R. Richardson, manager of WDAN, Danville, Ill., on Jan. 9 wrote Ed Craney, owner of KGIR, Butte, Mont., in opposition to his position on Broadcast Music Inc. as an independent source of music for radio. Mr. Richardson wrote the Western broadcaster after having received a copy of his letter sent Dec. 22 to NAB President Neville Miller. An abstract of this letter was published in the Jan. 1 BROADCASTING.

Mr. Richardson observed that Mr. Craney had put a lot of time and thought into his letter and that his understanding of the situation was quite thorough. Although he said he agreed with many of the points presented, he wondered if it wasn't more important to overlook some minor flaws which can be corrected later and avoid the quibbling "which might defeat our efforts". He expressed wholehearted support for Broadcast Music, declaring that "a reasonably-priced music source is just as important as our physical properties and should likewise be just as well covered with insurance."

Sees Flaws Corrected

"I have subscribed for this station [to Broadcast Music], knowing that there are flaws in the present setup but feeling that the men in charge would correct these flaws at the proper time," Mr. Richardson advised Mr. Craney. "Because of the multiplicity of details involved in organizing such a setup, I can well appreciate why the minor details would be temporarily ignored.

"I am quite sure your letter was not sent in the spirit in which many broadcasters will read and interpret it. I believe the majority of the industry will join me in feeling that whether we as individual managers have complete faith in the possibilities for the success of Broadcast Music, we owe it to ourselves and to the industry to give it a fair chance by subscribing 100%."

Radio-Press Display

FURTHER evidence of the relationship possible between the radio industry and the newspaper business will be shown Jan. 15-20 when well-known New Jersey newspaper executives describe the functions of all departments of a newspaper in a week-long series of broadcasts on WNEW, New York, during the state-wide observance of Newspaper Week. The radio series will be auxiliary to the observance by all New Jersey Press Association newspapers of holding "open house" for readers throughout the week.

FTC Citation on Calox

McKESSON & ROBBINS, New York, on Jan. 1 was ordered by the Federal Trade Commission to discontinue certain misleading representations in advertising for Calox Tooth Powder in radio broadcasts and publications. The FTC also has ordered Ralston Purina Co., St. Louis, to discontinue certain advertising misrepresentations for Purina Dog Chow.

'Town Meeting' Record

AN INCREASE of 36% in the number of NBC-Blue stations carrying *America's Town Meeting of the Air* program last season, according to George V. Denny, Jr., president of Town Hall, New York, and moderator of the program, which is starting its fifth season on 88 NBC-Blue stations. A total of 14 stations carried the first broadcasts five years ago. Mr. Denny also reported that total live audience attendance in Town Hall for the 26 programs from Nov. 10 through May 4, 1939, was 36,679 as compared with 31,182 for the 1936-37 season. Mail response showed approximately 58,000 letters from all parts of the world in connection with the programs, an average of slightly over 2,400 for each week's broadcast, while nearly 200,000 pamphlet reprints of the broadcasts were sold during the season.

D. EASLEY WAGGONER, vice-president and general manager of the United Fidelity Life Insurance Co., Dallas, has applied for a new 250-watt station on 1370 kc. in Greenville, Tex.

Writes Another Novel

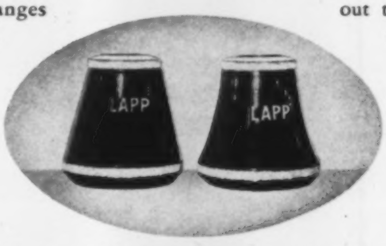
GEORGE SNELL, continuity chief of KDYL, Salt Lake City, has jut had another book accepted for publication by Caxton Publishers Ltd. of Caldwell, Idaho. It is titled "The Barbarians" and is a story of life in a small town in Idaho at the time of World War. Three previous novels by Snell have been published by Caxton.

WSUN, St. Petersburg, Fla., and WMOG, New Brunswick, Ga., signed recently to receive United Press news service, while latest subscribers to INS include KROW, Oakland; WDAE, Tampa, and WHOM, Jersey City.

HOW LAPP DOUBLED THE STRENGTH

OF THE PORCELAIN COMPRESSION CONE, WITHOUT CHANGING DIMENSIONS, WALL THICKNESS OR WEIGHT

The advance of modern industrial science has been achieved largely through making minute changes in physical or chemical form to effect tremendous changes in performance characteristics. Consider the matter of steel. *If you know how*, you can take a pound of common nails, add about ⅛ ounce of carbon and make tool steel with double the tensile strength and five times the hardness. • • • As pioneers in radio tower insulation, Lapp men had to develop whole new engineering conceptions. Recognizing early that the tremendous mechanical loads could be carried by porcelain loaded only in compression, they developed the porcelain compression cone for use in all types of footing and guy insulators. And, then, not content with their first efforts along these lines, they set out to improve the design—with the result that by changing slightly the contour of the cone, they *doubled the strength of the insulators*. • • • It's the *know-how* of Lapp engineers that has kept Lapp the dominant force in insulation for radio broadcast. Today, if you contemplate installation of a new transmitter, or modernization of present equipment, you can't afford not to consider Lapp for tower footing and guy insulators, for porcelain water cooling systems, for pressure gas-filled condensers.



Left, early Lapp Compression Cone. Right, curved side compression cone—same dimensions, wall thickness and weight—twice the compression strength of the straight side cone—the design used in all footing and guy insulators (see below) since 1932.

LAPP

INSULATOR CO., INC., LE ROY, N. Y., U. S. A.

CBS NETWORK SWEEPS ALL MAJOR "FIRSTS" IN 1940!

CBS enters 1940 breaking all major radio records; leading all networks in audience and advertisers' acceptance.

These tangible records, today, reflect the "intangibles" that have so long been associated

AUDIENCE: CAB figures show that CBS dominates the audience in the "major battle-ground of network competition." *They show CBS with a consistently stronger schedule than any other network* from 6:00 to 11:00 in the evening—winning the largest audiences for CBS clients (against all competition) in 78 of the total evening quarter hours seven days a week; against 51 quarter-hour "firsts" for the second network; and 7 for the third; 34% more for CBS than for *both others combined!* This CBS leadership is just as definite between 8:00 to 10:00 P.M. alone—the most tensely competitive hours in radio—when again CBS wins more "firsts" than *both other networks combined.*

FACILITIES:

reflect the "intangibles" that have so long been associated with Columbia...the intangibles of service, of performance, of action; the basic contributions which CBS has made to radio in twelve vigorous years.

By these things the leadership of a network is measured.

CBS wins more "firsts" than *both other networks combined.*

FACILITIES: CBS caps the swiftest technical rise in radio history with more high-powered U. S. stations, in 1940, than *any* other network—a total of *sixteen* CBS 50,000 watt stations. But that's not all. In the past twenty-four months 91 CBS stations made major technical improvements which increase their service-areas *without* increasing wattage; and a total of 45 CBS stations directly increased their wattage as well.

ADVERTISING: CBS now carries a larger volume of business than *any* other network; *the largest volume ever carried by any network in the history of radio.* And CBS, consistently from October through December, 1939, carried the largest volume of business ever carried by any network in *any* one month or in *any* quarter of *any* year.

COLUMBIA

PACE SETTER FOR THE NETWORKS

NBC WILL CONTACT BYRD'S EXPEDITION

RADIO will again supply the link between civilization and the United States Antarctic expedition piloted by Admiral Richard E. Byrd. Beginning Feb. 2, a series of programs, arranged by prominent newspapers throughout the country, will be inaugurated. Carried on NBC-Red, these programs will be heard in this country and will reach the Byrd expedition through General Electric's shortwave transmitter, WGEO, Schenectady. Programs will be broadcast every other Friday night, from 11:30 p. m. to 12 midnight (EST), and will be followed by the shortwave radio mailbag, a feature which has supplied the two previous Byrd expeditions with its only mail from friends and relatives at home during their ice-locked desolation.

The first program will originate in the NBC studios in New York. Among publications which have already accepted dates for subsequent programs are the *Washington Star, Boston Herald-Traveler, Syracuse Post-Standard, Richmond News-Leader, Detroit News* and *Cincinnati Post*.

Noxzema's New Pair

NOXZEMA CHEMICAL Co., New York, on Jan. 8 started the weekly half-hour program *Quiz of Two Cities* on CKAC, Montreal and CFRB, Toronto. The program, produced by John Gordon of Ruthrauff & Ryan, New York, the agency handling the account, has been sponsored since last November by Bauer & Black, New York, on WCCO, Minneapolis-St. Paul, and since last August by Gunther Brewing Co., Baltimore, on WFBR, Baltimore, and WMAL, Washington. Ruthrauff & Ryan is the agency for both these accounts.

Changes at KDYL

S. S. FOX has inaugurated new policies and announced reorganization shifts at KDYL, Salt Lake City. Myron Fox is now handling local sales as well as continuing at his post as program director, while Douglas Gourley takes over the job of arranging announcers' schedules, in addition to handling special events. Charlie Buck, recent addition to the staff, becomes publicity director, with Dave Simmons going over to sales. Nelson McIninch heads the sports department. Carl Christopher becomes creator of new ideas, cooperating with the sales and program departments.

For Bigger Business
Buy Bigger Broadcasting

★ 50,000 Watts

A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co.
CBS
Shreveport Louisiana

Court's Power Over the FCC Is Argued in Supreme Court

HOW FAR the U. S. Court of Appeals for the District of Columbia can go in requiring the FCC to carry out its mandates, will be determined by the U. S. Supreme Court following arguments Jan. 11 in the Heitmeyer and Pottsville cases. The Department of Justice, at the behest of the FCC, petitioned the Supreme Court to decide this fundamental issue, claiming the lower court improperly sought to compel the FCC, by mandamus, to perform certain acts thereby allegedly usurping the Commission's administrative functions.

Solicitor General Robert H. Jackson, who is Attorney General-designate, argued both cases for the Government in what may be his final appearance before the tribunal as Solicitor General. He insisted the two cases were parallel and that the lower court does not have the power to restrict the action of the FCC, after it has once remanded a case. His position was that if the original party felt he was still aggrieved after the new decision of the Commission on a remanded case, he still has recourse to the same court.

Priority Contended

Charles D. Drayton, Washington attorney and principal stockholder of the Pottsville Broadcasting Co., which had appealed the FCC decision, and Eliot C. Lovett, his attorney, argued against the Commission. The lower court had held that the FCC had erred in denying the Pottsville Co. application and remanded the case to the FCC. Meanwhile, two other applicants had filed for the same facility, 580 kc., in Pottsville, Pa., and had been heard. The FCC sought to combine oral arguments, after which Pottsville appealed primarily on priority grounds. The lower court subsequently mandamused the Commission to prevent it from deciding these other cases on a comparative basis and ordered it to decide the Pottsville case on its own record.

After Solicitor General Jackson had argued that the jurisdiction of the appellate court over an administrative body such as the FCC differs from that of its authority over an inferior court, Messrs. Drayton and Lovett took an opposing viewpoint. They held the Commission was required to act on the original record.

In the Heitmeyer case, involving the application of Paul R. Heitmeyer for a new local in Cheyenne, Solicitor General Jackson reiterated his previous arguments, declaring the case was parallel. He contended the FCC could do anything it pleased on remanded cases, consistent with the Act. The FCC had denied the Heitmeyer application in 1935 on grounds of financial qualifications but the Court of Appeals reversed the Commission and remanded the case. The Commission sought to set a hearing de novo, with two other applicants for facilities in the same city to be heard simultaneously on applications which had been filed later. Heitmeyer then went to the District Supreme Court and enjoined this hearing. The Commission appealed from the injunction suit to the appellate court and this court mandamused the Commission to carry out its former mandate.

Former Senator C. C. Dill, as counsel for Heitmeyer, contended his case differed from Pottsville in that the Commission had ordered an entirely new proceeding, forcing his client to compete with new applicants, after the court had reversed the Commission. If the FCC can proceed in that fashion, he argued, it might never decide such cases and the purpose of the Act to give service would be frustrated. In the case of Cheyenne, he said, the city has been deprived of a station for five years by virtue of the Heitmeyer proceeding and might never get a station under such procedure.

Queries from Bench

Chief Justice Hughes observed that the question involved appeared to be the extent of the power of the lower court to restrict and control the actions of an administrative commission. Other questions from the bench largely went to the difference between an appellate court's power over administrative agencies as opposed to inferior tribunals.

A third review, involving the fundamental issue of economics, remains to be heard by the court, with argument expected in mid-February. The appeal was taken by the FCC from the Court of Appeals decision in the so-called Sanders case involving a new station in Dubuque, Ia. This goes to the question of unlimited competition from new stations authorized in a particular area, with the FCC holding that such competition is permissible even to the point of destroying existing stations. If competition is to be restricted, according to the FCC viewpoint, then the Commission would be required to regulate rigidly all phases of station operation, not even excluding program and rate matters. William J. Dempsey, FCC general counsel, is expected to argue this case before the highest tribunal.

Further indicating the FCC's attitude on the economics issue was a brief in support of its motion to dismiss the appeal of WMBG, Richmond, from its decision granting WRNL, Richmond, fulltime on the 880 kc. channel in lieu of daytime. WMBG had alleged prospective damage resulting from competition.

The FCC held that damage without legal injury is not a basis in invoking the jurisdiction of a court for the protection against causing such damage. The Commission summarized its argument in seeking dismissal, with this pronouncement:

"It is difficult to conceive of a field in which there is less justification for abrogating the basic economic postulate in our system of laws, namely, that 'competition is worth more to society than it costs', than the field of radiobroadcasting. Traditional legislative reluctance to depart from the cherished doctrine of free competition, as well as the profound judicial reluctance to recognize any rights which would require a whittling away of our competitive economy, alike require this court to turn a deaf ear to the siren call of appellant who, with a pretty affectation of helplessness, tries to appeal to the protective instinct of this court to defend it against that wicked villain 'Administrative Absolutism'."

KFRU
●
COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri
●

Texaco Plans Baseball Sponsorship in Chicago

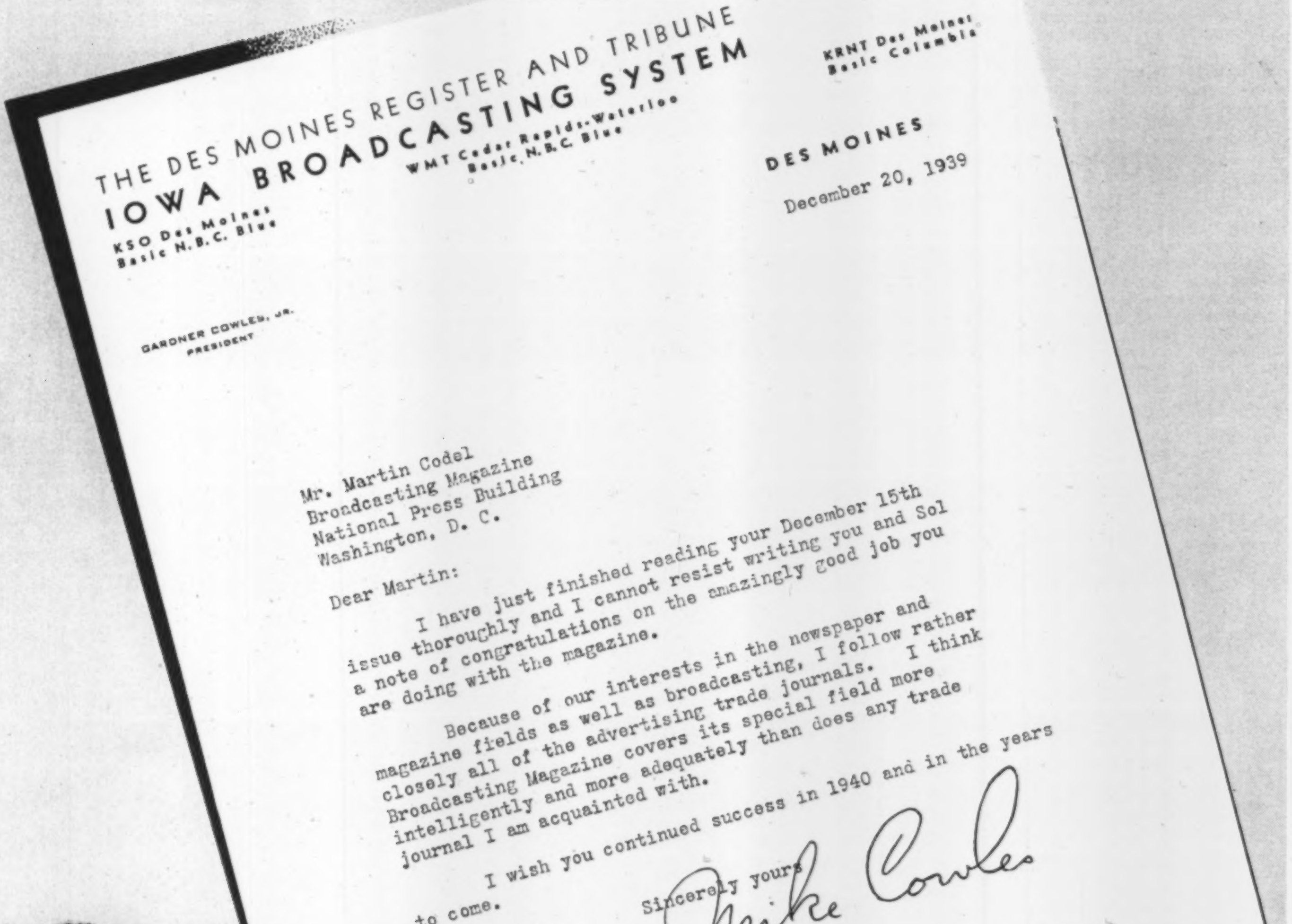
TEXAS Co. and P. Lorillard Co., New York, each will sponsor play-by-play broadcasts of all the home games of both the Chicago Cubs and Chicago White Sox during the 1940 baseball season. Texas Co., limiting its baseball sponsorship to Chicago, has signed for Hal Totten's descriptions of the Cubs and White Sox home games on WCFL, Chicago, through Buchanan & Co., New York. P. Lorillard, for Old Gold cigarettes, will use Bob Elson and Guy Savage on WGN, Chicago, also covering all home games of the two teams. Agency is Lennen & Mitchell, New York.

Although Socony - Vacuum Oil Co., New York, plans to sponsor some baseball broadcasts, cities and stations have not been announced, according to J. Stirling Getchell, agency in charge. As BROADCASTING went to press no announcements of baseball broadcasts or sponsors had been announced by any New York stations.

THE WISE BUY
WBNS
COLUMBUS, OHIO
All you need in Central Ohio
JOHN BLAIR & CO., Representative
5000 WATTS DAY
1000 WATTS NIGHT

GARDNER COWLES, Jr. *knows* media

"I think BROADCASTING Magazine covers its special field more intelligently and more adequately than does any trade journal I am acquainted with."



THE DES MOINES REGISTER AND TRIBUNE
IOWA BROADCASTING SYSTEM
KSO Des Moines
Basic N.B.C. Blue
WMT Cedar Rapids-Waterloo
Basic N.B.C. Blue
KRNT Des Moines
Basic Columbia
DES MOINES

GARDNER COWLES, JR.
PRESIDENT

December 20, 1939

Mr. Martin Codel
Broadcasting Magazine
National Press Building
Washington, D. C.

Dear Martin:

I have just finished reading your December 15th issue thoroughly and I cannot resist writing you and Sol a note of congratulations on the amazingly good job you are doing with the magazine.

Because of our interests in the newspaper and magazine fields as well as broadcasting, I follow rather closely all of the advertising trade journals. I think Broadcasting Magazine covers its special field more intelligently and more adequately than does any trade journal I am acquainted with.

I wish you continued success in 1940 and in the years to come.

Sincerely yours

Mike Cowles

GCjr-n

Gardner Cowles, Jr.—

Mr. Cowles knows all major media, and knows them well. He is president of The Cowles Stations, including KSO, WMT, KRNT and WNAX; editor of Look; associate publisher of The Des Moines Register & Tribune; vice-president of The Minneapolis Star-Journal. We can't deny that his thoughtful letter gives us a real thrill.

AFRA IN NEW YORK STUDIES DISC CODE

AMERICAN Federation of Radio Artists on Jan. 11 submitted the rough draft of its proposed transcription code to its New York local, which referred it back to committee. When all branches have approved it, the union is to present it to the transcription producers, probably sometime early in February.

The AFRA demands for wages and conditions of employment closely parallel those embodied in the contracts signed last year by the networks for employment of actors on network programs. Chief difference lies in policing provisions.

The other recording situation in which broadcasters are currently interested, the appeal of RCA, Whiteman and WNEW from the court decision of last summer which RCA used as a basis for its attempts to license the use of its phonograph records on the air, has not changed in the past month. Attorneys for all parties are drawing up the necessary papers which must be printed and filed with the appellate court before hearings start.

RCA has not divulged the names or the number of broadcasters that have taken out its licenses, but a spokesman for the company stated that "while there are not as many licensees as we had hoped for, there are more than we had expected."

OELERICH & BERRY Co., Chicago (Old Manse syrup), has started a thrice weekly interview series on WGN, Chicago, titled *What Would You Do?* Albert Kircher Co., Chicago, is agency.

IF YOU WANT A REAL GALAXY, YOU'LL FIND EVERY STAR IN THE COLUMBIA CONSTELLATION ON KOIL!
KOIL
Omaha's Basic Columbia station carries over Forty hours per week more network commercials than last year
DON SEARLE-GEN'L MGR.
KATZ AGENCY-NAT'L REPR.

Late Personal Notes

CHARLES INGLIS, formerly in charge of the promotion and merchandising department of KLZ, Denver, on Jan. 15 transfered to Oklahoma City to edit *Cuff Stuff*, house organ of Oklahoma Publishing Co., which operates KLZ, KVOR, Colorado Springs, and WKY, Oklahoma City. Inglis replaced Don Curtiss, who has returned to New York. Jeff Baker, formerly of WRVA, Richmond, Va., succeeds Inglis at KLZ.

JACK MITCHELL, formerly program director of Texas State Network, on Jan. 5 joined KOMA, Oklahoma City, in that capacity. W. S. Lukenbill, formerly KOMA program director, has been transfered to promotion director, and will act in an advisory capacity in the program department.

JOHNNY HACKETT, sportscaster of WOWO-WGL, Fort Wayne, Ind., is convalescing after fracturing two ribs in a fall on the ice Jan. 3.

BILL LAWRENCE, CBS Hollywood producer, after a 10-year association, has resigned to free-lance. He is currently producing and announcing the NBC *I Want A Divorce*, cooperatively sponsored.

BUD HIESTAND, Hollywood announcer, has been assigned to the weekly *Adventures of Dr. Hunt*, sponsored on 12 CBS West Coast stations by National Lead Co. (Dutch Boy Paints).

HERBERT M. MOSS, of the CBS production staff and formerly with NBC, resigned Jan. 5 to free-lance.

BILL LAWRENZ has joined the announcing staff of WMBD, Peoria, Ill. He was formerly with WJBK, Detroit.

JOHN POOR, announcer for WHBQ, Memphis, was selected by Robert Gray, radio editor of the *Memphis Commercial Appeal*, as one of the three best male vocalists on the local radio stations for 1939 in Gray's year-end resume of Memphis radio.

FORREST HOBBS, technician of KDYL, Salt Lake City, is convalescing in the L. D. S. Hospital, Salt Lake City, following an emergency appendectomy.

CHARLES S. BUCK, of Hollywood, has joined the announcing staff of KDYL, Salt Lake City.

ROBERT PAYNE has joined the announcing staff of WCOU, Lewiston, Me.

CHARLES STARK, CBS announcer, on Jan. 15 was to join *My Son and I*, CBS feature starring Betty Garde and Kingsley Colton, as announcer.

KENNETH McCLURE has joined the sales department of WCMI, Huntington, W. Va.

Practical School
For Announcers

Opening for 4 *only* during 1940. Practical Experience. No text books. Individual coaching. 9 months course.

Low tuition.

RADIO STATION
WCAZ
Carthage, Ill.

Write Antoinette Palmer for particulars. List of successful graduates sent on application.

PAUL JENNINGS, formerly of J. M. Mathes, New York, has joined the copy staff of Ivey & Ellington, Philadelphia.

W. B. (Bill) QUARTON, commercial manager of WMT, Cedar Rapids, and Mrs. Quarton, are vacationing in Mexico. Charles F. Quentin, chief engineer, recently returned from a Mexican vacation.

JOSEPHINE HALPIN, news analyst heard on KMOX, St. Louis, has been named program chairman of the St. Louis Women's Advertising Club.

GEORGE SNYDER, formerly of WLVA, Lynchburg, Va., and John Marshall, of WKAR, East Lansing, have joined the announcing staff of WHLS, Port Huron, Mich.

JAY FARAGHAN, announcer of KYW, Philadelphia, and Ethel Harvey have announced their engagement, as have Anne Lawler, in charge of music rights at KYW, and Joe Reeves.

ERIC MUNRO has been appointed merchandising manager of KTSM, El Paso.

NEW CENSUS DATA ON SETS PROPOSED

COMPLETE breakdowns of population and housing statistics gathered during the 1940 Decennial Census in order to bring out the most valuable comparisons from a communications standpoint are being sought by a group made up of industry and Government representatives. Recommendations for various cross-tabulations will be presented in mid-January at a meeting of the industry-government group with Census Bureau officials in charge of tabulations.

At a Jan. 11 meeting with the representative group, Dr. Vergil D. Reed, assistant director of the Census Bureau, indicated that previous suggestions for a change in the form of the Census question concerning radio had been presented too late and that there would be no change in the Housing Census schedule [BROADCASTING, Jan. 1]. He suggested, however, that the group meet with other Census Bureau officials to discuss their suggestions regarding tabulation of census statistics.

Among proposals to be presented at the mid-January meeting are tabulation of statistics — based on the query, "*Is there a radio in this dwelling unit?*"—by cities, towns, counties and metropolitan districts; cross-tabulations of radio homes with family income and with last point of formal education. Since the statistical department has not announced its tabulation plans, it is not known whether these proposals are included in present plans.

Attending the meetings at which discussions have been held with Census Bureau officials have been Paul Peter, for NAB, and Bond Geddes, for RMA, along with representatives of the War, Navy, State and Commerce Departments, the FCC and Office of Education.

MRS. FLORENCE SCHORR, 35, wife of William Schorr, director of the *Fred Allen* hour on NBC-Red, was killed Jan. 11 when she jumped from a window of the office of Dr. Harold Kelman on the 17th floor of a New York building. Mr. Schorr told police his wife had been suffering from a nervous disorder and was being treated by Dr. Kelman. The couple had an adopted son, 4. Police listed the death as a suicide.

Radio Figures Honored

THREE men of radio were selected by the annual biographical almanac, *America's Young Men*, a *Who's Who* of American men under 40, on the list of the "ten outstanding young men of 1939." They are William S. Paley, 38, president of CBS; Fulton Lewis jr., MBS Washington news commentator, and Philo T. Farnsworth, radio and television inventor and executive. In the *Dictionary of American Women*, also about to be published, Anne S. Hummert, vice-president of Blacket-Sample-Hummert Inc. agency, was listed as one of the "outstanding women of 1939."

Network Billings

(*Continued from page 18*)

previous year, its December 1939 figure of $317,699 being 5.8% less than the $337,369 billed in December 1938.

Gross Monthly Time Sales

	1939	*% Gain over 1938*	*1938*
	NBC		
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710
Aug.	3,312,570	12.6	2,941,099
Sept.	3,315,307	11.3	2,979,241
Oct.	4,219,253	11.8	3,773,964
Nov.	4,234,984	8.6	3,898,919
Dec.	4,279,748	10.1	3,887,072
Total	$45,244,354	9.1%	$41,462,679
	CBS		
Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,097,484	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357
Aug.	2,341,636	64.2	1,423,865
Sept.	2,563,132	60.0	1,601,755
Oct.	3,366,654	41.0	2,387,395
Nov.	3,474,163	41.6	2,453,410
Dec.	3,529,154	39.5	2,529,060
Total	$34,539,665	26.3%	$27,345,397
	MBS		
Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108
Aug.	205,410	24.7	164,626
Sept.	210,589	5.1	200,342
Oct.	428,221	23.1	347,771
Nov.	327,045	—10.4	360,929
Dec.	317,699	—5.8	337,369
Total	$3,329,782	14.0%	$2,920,324

WSIX
"The Voice of Nashville"
Tennessee

Offers public acceptance of your advertising message in Nashville — Hub City of a billion dollar market.
•
Mutual Broadcasting System

HEADLEY-REED CO.,
NATIONAL REPRESENTATIVE

HEARING ON WSAL RESUMES JAN. 18

PUNCTUATED by frequent subpoenas of bank and financial records and appearances of surprise witnesses, among them members of the families of persons concerned in the proceeding, the hearing on the license revocation of WSAL, Salisbury, Md., [BROADCASTING, Jan. 1] continued spasmodically from Jan. 3 to 12. On the latter date Commissioner Thad H. Brown, presiding at the hearing, recessed proceedings to Jan. 18, presumably to allow time to contact new witnesses and clarify conflicting tsetimony.

In addition to bank and Treasury Department officials called in connection with financial transactions between April 24 and 28, 1937, coincident with the original hearing on the WSAL application for CP, former Senator Clarence C. Dill, Washington radio attorney, appeared to discuss the disposition of an item of $3,500 in cash he withdrew at that time from his bank account. Senator Dill, associated with James W. Gum, attorney prominently mentioned in the proceedings, explained that although the sum was withdrawn originally for personal investment in business ventures outside radio, these opportunities did not materialize and at least the greater share of this sum could have been redeposited at the bank at a later date.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

MBS Expands Network Base

(Continued from Page 17)

Detroit; United Broadcasting Corp., comprising WHK and WCLE, Cleveland, and WHKC, Columbus; WKRC, Cincinnati.

The MBS operating board is said to be unique in network history. It is composed of one representative from each of the seven member station units, with additional representation appointed by other affiliated Mutual stations. Under this plan all stations in Mutual will have an active voice in the network's general operation and policies and will meet four times a year with Fred Weber, MBS general manager. The plan is an amplification of the network's original policy inaugurated by WGN and WOR, formulated Sept. 15, 1934 when a group of leading independent stations organized MBS as the first cooperative network.

Ovaltine Contract

President Macfarlane also pointed out that the recent contract placed with MBS by the Wander Co. for *Ovaltine* for a 52-week strip of daytime programs on 85 stations starting Jan. 22 is the largest daytime revenue ever placed with the network. Together with 1940 contracts with Carnation Milk Co., Richfield Oil Co., American Tobacco Co. and Revelation Tobacco Co., MBS looks forward to 1940 as its greatest year in both commercial and sustaining programs.

Coincident with the announcement by MBS President Macfarlane that seven independent broadcasting organizations, including 57 of the network's 124 stations in the United States, had renewed their contracts with the network for five years, effective Feb. 1, there was filed with the FCC a memorandum explaining the reasons for this action. The memorandum was submitted by Louis G. Caldwell, Frank D. Scott and Percy H. Russell Jr. as MBS counsel, to the FCC Network Monopoly Committee because of the apparent conflict of this action with the position taken by MBS during the Network-Monopoly Inquiry of 1938-1939. The committee is engrossed in the preparation of its report to the FCC on this all-inclusive investigation.

MBS counsel said the network still believes in the policies and principles testified to by its witnesses regarding exclusive contracts and long-term contracts, but that events which have transpired since the hearings made it necessary to follow this new course. The memorandum said that MBS still urges that effect be given to the policies and principles it proposed in appropriate regulations forbidding or restricting the objectionable features of contracts between the major networks and affiliated stations. It added:

Exclusive Contracts

"No such regulations having yet been adopted, however, and it appearing that a substantial further period may elapse before the Commission takes action in the matter, Mutual now finds itself in a position where, in order to continue its existence as a national network and to maintain the development it has so far achieved, it is forced to enter into contracts containing some of the provisions to which it has objected," the memo states. "In particular, it is faced with the immediate necessity of having its members and contributing member stations enter into contracts with Mutual under which, subject to existing commitments, they undertake not to associate with any other national network."

In its detailed explanation, Mutual alleged that NBC and CBS have continued to enter into contracts containing "all of said objectionable features", both with respect to renewals of existing contracts and to new contracts with stations not heretofore affiliated with them. Most of these contracts, it contended, are exclusive, many containing time option provisions greatly in excess of the amount actually ever used in the past by the network, and practically all of them are for at least five years, or longer. Specific mention was made of the WLW contract with NBC, which had been a previous subject of complaint to the FCC by MBS. It pointed out prior to this contract WLW had been an MBS basic station.

During the past year, MBS contended further, NBC has introduced and is maintaining "a system of discounts largely made possible by its ownership of two national networks and constituting an exceedingly unfair trade practice at the expense of any company having only one network."

Formation of Transcontinental Broadcasting System, with Elliott Roosevelt as its original president, had a bearing on the new MBS contractual move, since the contracts of Transcontinental specified five-year affiliations, it was pointed out. Transcontinental was predicated on a plan contemplating the use of five hours daily on each affiliated station at "much less than standard card rates", it stated, with a reported average of approximately $3.52 per quarter-hour per station from which would be deducted agency commission, network expenses and such sum as the network might choose to retain. While it recited that recent reports indicated Blackett - Sample - Hummert Inc. may have withdrawn or modified its connection with Transcontinental, the memorandum stated that the new network has announced service definitely would begin Feb. 1.

Immediately after its organization, MBS charged, Transcontinental started a campaign to induce MBS stations to sign five-year contracts, and in a "small number of instances" persuaded owners to enter into contracts, thereby making the stations unavailable for use by Mutual in the future.

The memorandum concluded that, although MBS finds itself compelled to enter into certain contracts containing an exclusive feature, it "nevertheless stands ready and willing at all times to comply with such regulations as the Commission may adopt forbidding such provisions and will promptly discontinue them once such regulations have become effective with respect to it and to the other national networks."

It added that in order to survive and preserve the advantages of a station-supported, cooperative network, and to justify the continued willingness on the part of Mutual's contributing members to bear the brunt of financial expense and of program production, "Mutual must assure itself of the undivided support of its stations as distinguished from an attitude in which the benefits are accepted and the obligations are ignored."

1000—STREAMLINED—Watts
(Daytime)

WCAP
"In the Heart of the Motor Industry"
PONTIAC — — MICHIGAN

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
N.B.C.

FORWARD IN '40 WITH MISSISSIPPI

Survey of over 100 business leaders reveals Central and Western Mississippi anticipates "best year since depression" in 1940.

Jackson heart of nation's second-best trade area for second successive time — Forbes Sales High Spots, Jan. 1, 1940.

New General Electric plant to add $400,000 to Jackson's annual payroll.

Invest your advertising dollars with WJDX. Mississippi's Dominant Radio Station will take you forward in '40.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

NAB Sales Report

BUREAU of Advertising of the NAB has published a report on "Sales Administration of Radio Stations", issued in loose-leaf folder form and outlining typical sales department organizations and activities, compensation and control of salesmen, and special problems of station sales administration. The report is the result of a survey conducted among 88 stations in 1939 under supervision of Dr. Herman S. Hettinger, associate professor of marketing, Wharton School of Finance & Commerce, Pennsylvania U, reported originally by Dr. Hettinger before the NAB sales managers' committee at the 17th annual NAB convention last July. Extra copies of the report are available to members, free of charge, on request to the Bureau of Radio Advertising.

TEXAS Co., New York (Texaco gasoline), on Jan. 15 is starting a seasonal program for 13 weeks on WQAM, Miami, using Tommy Aitken, the Texaco "fishing reporter", giving fishing news Tuesday, Thursday and Saturday, 6:30-6:45 p.m. Agency: Buchanan & Co., New York.

No Nazi Rations

LIFE looked pretty dark to William L. Shirer, CBS correspondent in Berlin, when Germany began rationing food on a stringent war basis according to calories required to perform one's work. Things worked out happily for Shirer, however, as foreign correspondents are classified as hard laborers and receive double rations. Besides, he gets a box of bacon, eggs and butter from friends in Denmark every third week.

Piano School Tests

HAROLD Rhodes Correspondence School, Los Angeles (piano instruction), is sponsoring a twice-weekly quarter-hour transcribed musical program on WWVA, Wheeling, and a similar 30-minute show each week on KFAC, Los Angeles, in a test campaign. Other stations are to be added. Ted Dahl Adv. Agency, Los Angeles, has the account.

Frank Rand's New Firm

FRANK RAND, former director of public relations of CBS-Chicago, has resigned to open a new public relations firm called Rhodes & Rand. Mr. Rand started in radio in 1933 when he became publicity director of the Yankee Network with offices in Boston. In December of 1935 he joined the public relations staff of CBS-Chicago and was soon named director. The new firm has offices located at 360 N. Michigan Ave., Chicago; telephone, Randolph 0001. Ander F. Rhodes, Mr. Rand's partner in the new firm, was formerly associated with Public Relations Inc., Chicago.

Radio Writing Course

TECHNIQUE of writing for radio, covering the field from theory to the finished script, will be one of the ten courses offered during the seventh term of the Writers' School, New York, which starts Feb. 6. The radio course will be conducted by George Asness, former director of the radio unit of the Federal Theatre, and director of the Actor's Relief Fund programs on NBC. A series of five lectures will be given by the Writers' School in addition, the March 31 lecture to be given by Norman Corwin, CBS radio director and author of *So This is Radio* series, speaking on "The New Literature of Radio."

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
GLENN D. GILLETT
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JOHN BARRON
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Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT LEE BLYE
RADIO CONSTRUCTION
ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

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Consulting Radio Engineer
associated with Janksy & Bailey
Russ Bldg. San Francisco, Cal.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2946
DALLAS, TEXAS

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St. New York, N. Y.

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per work. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Midwest NBC affiliated station wants capable, experienced operator or chief engineer. Prefer young man familiar with RCA equipment with both transmitter and operating experience. Only applicants with commercial broadcast experience and those who can come for a personal interview will be considered. Starting salary depends upon individual and his experience. Position open immediately. Address all inquiries to Box A641, BROADCASTING.

Situations Wanted

AVAILABLE IMMEDIATELY
Station or sales manager with more than 10 years successful radio experience. Proven record for sales and operation. Best references.
BOX A644, BROADCASTING

Announcer wants position with station. Write continuity, news, programming. References. Box A648, BROADCASTING.

Operator, Radiophone first 3½ years, transmitter, control and construction experience. Box A642, BROADCASTING.

Engineer—Now connected with 5000-watt network station wants change. Control room, transmitter experience. Transradio man. Box A643, BROADCASTING.

Salesman—age 24; experienced; sells "increased sales", not mere "time"; prefer midwestern station. Box A646, BROADCASTING.

Sports Announcer handle play by play account all sports, sport commentary, references, recordings. Box A647, BROADCASTING.

Announcer: 5 years experience, desires permanent situation. Married. Writes continuity and sells. Now employed. Box A654, BROADCASTING.

Engineer with ten years excellent record desires change. Now employed as chief 5 kw. station. College degree. Excellent references. Box A649, BROADCASTING.

Announcer-newscaster wants position with station. Writes continuity. Five years experience. Will accept small salary. Good references. Box A645, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A656, BROADCASTING.

Program or Production Manager: Six years varied radio experience at stations ranging from 100 to 50,000 watts. Presently with large metropolitan station. Box A653, BROADCASTING.

Announcer—specialist in commercials, copywriting, programming, account servicing. Do special events, sports, 3 years with present organization. Desire change. Record available. Box A655, BROADCASTING.

Situations Wanted (continued)

Engineer: Now employed by network station desires to make change. Experienced in all phases of broadcast and high frequency work. Interested in construction. Married. A-1 references. Travel, or foreign locale no objection. Box A634, BROADCASTING.

Wanted to Buy

Used Allied or Fairchild Portable Recording Turntable, with or without Amplifier. Box A652, BROADCASTING.

Wanted complete set IRE Proceedings to date. Box A651, BROADCASTING.

For Sale

100% ownership in local Station town of over 50,000. Box A640, BROADCASTING.

For Sale—Equipment

Best offer takes Western Electric 301-A 100 watt transmitter. First class condition cost $6900.00. Address Box A650, BROADCASTING.

For Rent—Equipment

G. R. standard signal generator, radio detector, G. R. radio frequency bridge for making antenna impedance measurements; oscillographs, distortion measuring equipment, RCA 75B field intensity meter for rent at reasonable rates. Allied Research Laboratories, 260 E. 161st St., New York City.

BROADCASTING
Broadcast Advertising
1940
YEAR
BOOK
NUMBER

Eleven big new departments in the 1940 Yearbook Number . . . mostly at requests of agencies and radio advertisers. *Out early in February!*

Kramer Named House Patents Head; Radio Not Active as Congress Opens

By LEWIE V. GILPIN

ASIDE from the surprise appointment of Charles Kramer (D-Cal.) as chairman of the House Patents Committee and introduction of a bill (S-3043) by Sen. Thomas (D-Utah) to amend and consolidate copyright statutes [see page 28], the opening days of the second regular session of the 76th Congress were quiet from a radio viewpoint. The few other radio matters called up were temporarily shelved, as expected.

Rep. Kramer was named Patents Committee chairman, succeeding the late Rep. William I. Sirovich (D-N. Y.), after the post had been declined by the two ranking Democratic members of the committee, Reps. Lanham (D-Tex.) and Dunn (D-Penn.), who hold other chairmanships. Rep. Lanham heads the Public Buildings & Grounds Committee and Rep. Dunn the Census Committee. Under House rules either would have had to relinquish leadership of his other committee to accept the Patents Committee chairmanship [BROADCASTING, Jan.1]

Favors Movies

Previously in copyright matters the new chairman has reflected pro-movie sympathies. Since the Los Angeles County district he represents includes the film and radio centers of Hollywood, it is considered likely his picture industry leanings will continue as he takes over as chairman. Rep. Sirovich was known as a staunch ASCAP supporter, and at the time of his recent death it was pointed out that Rep. Lanham, ranking successor, also had shown ASCAP sympathies.

Rep. Kramer, whose home is Los Angeles, where he is an attorney, attended public and parochial schools in Chicago, DePaul U, and Illinois College of Law. He was elected to the 73d Congress and has been serving continuously since.

In addition to introduction of the Thomas bill, two other measures concerning radio were passed over on the Senate Calendar Jan. 8—the Johnson bill (S-517) outlawing the broadcast of liquor and beer advertising, and the Logan bill (S-915) to revise administrative court procedure. Sen. Johnson (D-Col.), told BROADCASTING he would press for immediate consideration by the Senate and attempt to bring his bill to a vote during the present session. He added that if the bill were defeated, he probably would introduce a modified proposal. Although he has worked out no details for a substitute, he stated it likely would be built around a requirement that stations accepting liquor or beer advertising provide an equal amount of free time for anti-liquor "educational broadcasts".

Logan Bill Status

Sen. King (D-Utah), chairman of the Judiciary subcommittee which held hearings on the measure, has handled the Logan bill since the death last session of Sen. Logan (D-Ky.). When the measure was passed over Jan. 8, at the request of Majority Leader Barkley, who stated that consideration of the measure should be postponed until Department of Justice amendments could be offered, Sen. King urged speedy offer of all amendment proposals and stated that he would try to have the bill considered "at an early date".

The first Congressional cognizance of the NAB program code controversy appeared Jan. 10 when Rep. O'Connor (D-Mont.) had printed in the *Congressional Record* a resolution of the Billings (Mont.) Townsend Club taking issue with the controversial issues restrictions of the code. Among other demands set forth in the resolution was one that the FCC cancel the licenses of all stations adhering to the rule, either voluntarily or by statutory requirement. In addition the resolution urged a boycott of all advertisers using the facilities of NAB member stations until the rule is abrogated.

Listening Post

WBBM Chicago, has established a shortwave listening post in the home of J. Oren Weaver, news editor of CBS-Chicago. Using a CBS-Hammarlund Super-Pro receiver, Mr. Weaver checks shortwave broadcasts in French, Italian and English from 4 p. m. through 1 a. m. (CST) for news summaries used on his regular 6:55 a. m. newscast. The service is used to supplement the CBS European news roundup heard each morning in Chicago at 7 a. m.

PERMIT GRANTED-FULL TIME
For 1000 Watts
KFRO
LONGVIEW, TEXAS
Voice of East Texas

TEXARKANA
SULPHUR SPRINGS
MT. PLEASANT
LINDEN
ARK.
GILMER
JEFFERSON
LA.
LONGVIEW
TYLER
MARSHALL
SHREVEPORT
ATHENS
HENDERSON
CARTHAGE
MANSFIELD
PALESTINE
RUSK
CENTER
NACOGDOCHES
SAN AUGUSTINE

Sales from 411 East Texas drug stores total $8,438,000 annually! Reach this vast area of more than 1,000,000 people with your sales message through KFRO, the 1000-watt VOICE OF EAST TEXAS.

Affiliated with:
TEXAS STATE NETWORK
MUTUAL BROADCASTING SYSTEM

COVER *East Texas from the* CENTER

National Representatives:

Forjoe & Co., New York
Radio Time Agency
Chicago

THE NEW YEAR—

E. S. T.
C. S. T.
M. T.
P. S. T.

multiplied by four

RADIO makes the end of one year and the beginning of another a coast-to-coast event. Seated comfortably by their radio receivers, millions follow the New Year's celebration across the nation and hear midnight strike four times!

Special telephone circuits and facilities link radio stations into networks that serve to make the whole country an amphitheater. Here radio listeners hear the finest entertainment, the most exciting sporting events, the latest news.

And in the Bell Telephone Laboratories research goes on continuously to improve still further the facilities through which you enjoy network programs.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JANUARY 1 TO JANUARY 12, INCLUSIVE

Decisions . . .

JANUARY 2

WMBQ, Brooklyn; WWRL, Brooklyn; WCNW, Brooklyn etc.—Effective date of Provision (3) of order of 12-5-38 extended 30 days from 12-31-39, re Dockets 4029, 4050, 3941, 4302, 4331, 4622.

KFPW, Fort Smtih, Ark.—Granted mod. CP change to 1370 kc 250 w unl., new trans., antenna.

WMAN, Mansfield, O.—Granted license new station 1370 kc 250 w D.

KOCA, Kilgore, Tex.—Granted CP move trans., change antenna.

JANUARY 4

WJEJ, Hagerstown—Granted CP increase to 250 w.

WSLI, Jackson, Miss.—Granted voluntary assignment license to Standard Life Bcstg. Co.

WLOK, Lima, O.—Granted CP 1210 kc 100 w unl.

WDMJ, Marquette, Mich.—Granted mod. license to unl.

KFVS, Cape Girardeau, Mo.—Granted mod. license to 1370 kc. unl.

WEBQ, Harrisburg, Ill.—Granted mod. license to unl.

KWLH, Shreveport, La.—Granted license to 50 kw.

EXTENSION EXPERIMENTAL AUTH.—KRLD., WTIC, WPTF, WAPI, KVOO, WBAL, KTHS, WBBM, KFAB, WWL to 5-1-40.

SET FOR HEARING—NEW, L. & M. Bcstg. Co., Ottumwa, Ia.—CP 1210 kc 100-250 w unl.

MISCELLANEOUS—Lackawanna Bcstg. Co., Scranton, Pa., dismissed with prejudice applic. CP new station 1370 kc 100-250 w unl.; WHRT, Spartanburg, S. C., granted change in call letter to WORD; Palm Radio Co., Fort Myers, Fla., denied request for withholding of CP to WFTM; KWJJ, Portland, Ore., granted extension temp. auth. to 2-1-40.

JANUARY 5

NEW, Zenith Radio Corp., Chicago—Granted CP F-M 1 kw. unl.

NEW, Lakeland Bcstg. Co., Willmar, Minn.—Granted leave amend applic. to 1310 kc 100 w D.

JANUARY 8

KANS, Wichita—Granted license change trans., increase to 250 w unl.

KIDW, Lamar, Col.—Granted temp. auth. remain silent pending adjustment studio lease.

JANUARY 9

WPTF, Raleigh—Granted mod. license to unl. on 680 kc directional from San Francisco LS.

WJMS, Ashland, Wis.—Granted CP new station 1370 kc 100 w unl.

KUIN, Grants Pass, Ore.—Granted license new station 1310 kc 100 w unl.

KWAL, Wallace, Id.—Granted license new station 1420 kc 100-250 w unl.

MISCELLANEOUS — WHDH, Boston, hearing continued to 1-29-40; KFEL, Denver, KVOD, Denver, denied rehearing applic. F. W. Meyer, Denver, new station, grantd 11-15-39; WSPA, Spartanburg, S. C., adopted decisions and order denying WSPA petition rehearing in grant to Spartanburg Adv. Co.; WNYC, New York, applic. increase hours to unl. set for hearing.

JANUARY 10

NEW, Summit Radio Corp., Akron—Granted CP 1530 kc 1 kw unl. directional N.

WJRD, Tuscaloosa, Ala.—Granted renewal and mod. license to 1200 kc 100-250 w.

NEW, Opelika-Auburn Bcstg. Co., Opelika, Ala.—Granted CP 1370 kc 100-250 w unl.

MISCELLANEOUS — KARM, Fresno, Cal., granted temp. auth. operate station pending receipt and action on applic. invol. assignment license; W1XOJ, Boston, granted extension temp. auth. high freq.

JANUARY 11

KTSM, El Paso—Granted CP change to 1350 kc 500 w unl., on condition applicant surrender for cancellation the license of WDAH on or prior to date KTSM operates on new assignment.

NEW, Martinsville Bcstg. Co., Martinsville, Va.; NEW, Patrick Henry Bcstg. Co., Martinsville, Va.—Martinsville Bcstg. Co. tentatively granted CP 1420 kc 100-250 w unl.; Patrick Henry Bcstg, Co. denied CP same facilities.

MISCELLANEOUS—WGTM, Wilson, N. C., granted license increase power; CBS, New York, granted temp. auth. transmit *Ford Sunday Evening Hour* by wire from KTSA, San Antonio, to KEKE, Merida, for rebroadcast.

Applications . . .

JANUARY 4

WPRO, Providence — License increase power, etc.

WFMJ, Youngstown—License increase power.

WFTL, Ft. Lauderdale, Fla.—Mod. license N to 250 w.

KORN, Fremont, Neb.—License new station.

NEW, Herbert L. Wilson, Middletown, N. Y.—CP 1420 kc 250 w unl.

NEW, Capital Bcstg. Co., Washington—CP 1420 kc 250 w unl.

KGNO, Dodge City, Kan.—License increase power etc.

JANUARY 6

W2XOY, Albany, N. Y.—CP increase to 3 kw, move trans. to New Scotland, N. Y.

WNBX, Keene, N. H.—Mod. CP re antenna, move trans., studio, further asking new trans., increase to 5 kw.

NEW, Valley Bcstg. Co., Steubenville, O.—CP 930 kc 1 kw D, amended to 1310 kc 250 w spec.

WGES, Chicago—Auth. transfer control to T. H. Guyon, H. J. Guyon, L. E. Moulds, Wm. F. Moss, G. T. Dyer, Irene M. Cowen.

JANUARY 9

WKNY, Kingston, N. Y.—Mod. CP increase power, re trans.

WSLB, Ogdenburg, N. Y.—Mod. CP re-equip., antenna etc.

WJTN, Jamestown, N. Y.—Auth. transfer control to Jay E. Mason.

WRVA, Richmond—CP use old trans., as aux., and move locally.

KMA, Shenandoah, Ia.—Vol. assignment license to May Bcstg. Co.

KLPM, Minot, N. D.—Mod. license to 1 kw N. & D.

KFKA, Greeley, Col.—Mod. license to 1 kw N & D.

KVOR, Colorado Springs—Mod. license to III-A.

KEUB, Price, Utah—CP increase to 250 w.

WNEW, New York—CP increase to 5 kw N & D, directional.

NEW, Puerto Rico Adv. Co., Arecibo, P. R.—CP 1200 kc 250 w unl.

WGNY, Newburgh, N. Y.—Mod. license to WGNY Bcstg. Co.

WSUN, St. Petersburg, Fla.—CP increase to 5 kw N & D.

WPAY, Portsmouth, O.—CP increase to 250 w.

WSKB, McComb, Miss.—CP increase to 250 w N & D.

NEW, D. Easley Waggoner, Greenville, Tex.—CP 1370 kc 250 w unl.

KLBM, LaGrande, Ore.—CP change equip.

NEW, May Department Stores Co., Los Angeles—CP television station.

JANUARY 10

WBHP, Huntsville, Ala.—CP increase to 250 w.

KMJ, Fresno, Cal.—Extension facsimile.

KUTA, Salt Lake City—License increase power.

JANUARY 11

NEW, Bamberger Bcstg. Service, New York—CP television, amended re channels.

WDRC, Hartford—Mod. CP directional antenna, increase power, further asking antenna changes for use N & D.

WMAN, Mansfield, O.—Mod. license to unl., 250 w.

NEW, Crosley Corp., Cincinnati — CP high-freq. 1 kw. unl.

KFYO, Lubbock, Tex.—Mod. license to 250 w N & D.

KNEL, Brady, Tex.—Mod. license to 250 w N & D.

NEW, Walton & Bellati, Jacksonville, Ill.—CP 1370 kc 250 w unl., amended to 1150 kc D.

KFBI, Wichita—Mod. CP new equip., antenna, etc., asking new trans.

WIBA, Madison, Wis.—CP change directional N, increase to 5 kw N & D.

KMED, Medford, Ore.—Mod. license to 1 kw N & D.

KOAC, Corvallis, Ore.—CP new trans., antenna, increase to 1-5 kw, amended to 5 kw N & D, directional.

JANUARY 12

NEW, Muzak Corp., New York—CP high-freq. 1 kw.

NEW, Western Gateway Bcstg. Corp., Schenectady—CP 1210 kc. 250 w unl.

WTEL, Philadelphia—CP increase to 250 w, amended to 1500 kc unl.

WGAR, Cleveland—CP change antenna, change to 730 kc 1 kw unl., move trans.

WSM, Nashville—Extension facsimile.

WSPB, Sarasota, Fla.—Mod. license to 250 w N & D.

WKEU, Griffin, Ga.—CP change to 100 w unl.

FCC Annual Report Emphasizes Role Of Radio in War, Reviews Activities

DEVOID OF recommendations for new legislation, the annual report of the FCC for the fiscal year 1939, which ended June 30, emphasizes the role assigned to radio in the national emergency precipitated by the European war.

Pointing out that during the last war there was no broadcast or high-frequency communication problem, the FCC in its report to Congress pointed out that today there are some 800 broadcast stations aside from 55,000 amateur and more than 5,000 commercial stations, whose messages filter to more than 40,000,000 receiving sets. In addition, international broadcasts must be monitored.

Legislative Base

While no legislative recommendations were made, the report explained that the inquiry into network broadcasting policies and practices, which ran 73 days during 1938 and 1939, may be the basis for possible "new regulations and recommendations to Congress".

Other special activities during the past fiscal year included a study of the status of television, special investigation of the telephone industry and completion of a special study of radio requirements for safety of shipping on the Great Lakes and inland waterways.

During the fiscal year 7,500 applications of every type involving broadcasting were received. Of these some 1,650 were for new or increased facilities and nearly 2,300 were renewals. Oral arguments were heard in more than 100 broadcast matters and formal decisions were adopted in more than 200 cases. Investigation was made of 265 broadcast stations and licenses of 8 stations were cancelled or otherwise vacated. During the fiscal year 29 new stations were licensed while 76 applications were denied.

In its study of new uses for radio involving experimental use of frequencies, to encourage larger and more active use of radio in the public interest, the Commission said that through its Engineering Department it is investigating many communications techniques and refinements, including a comprehensive study of sunspot effect on communications, charting ground frequency wave field intensities and studying television, frequency modulation, directional antennae, facsimile reproduction, interference from electromedical devices, automatic devices to receive distress signals on shipboard and other types of carrier telephone systems.

20TH ANNIVERSARY
WHA Weather Service Begun
Jan. 3, 1920

OBSERVING the 20th anniversary of regular weather report broadcasts on WHA, Madison, Wis., the station on Jan. 3 carried a special commemorative program during which Eric R. Miller (left), veteran Madison meteorologist, was interviewed by Carl Brose in his office at the U. S. Weather Bureau station. Mr. Miller started his regular weather broadcasts on the station, then experimental transmitter 9XM, on Jan. 3, 1920. Experimental telephonic reports had been broadcast by the station previously as early as 1917. In the interview Mr. Miller reviewed the early broadcasting attempts and cited the changes modern communication facilities have made possible in weather forecasting work.

The present WHA schedule includes three official broadcasts each day remoted from Mr. Miller's office—a preview at 8:15 a.m., complete morning summary and forecast at 10:50 a.m., and final review at 3.58 p.m. The station also carries other weather information at 12:30 and 1 p.m. and sign-off time, and during weather extremes, temperature is reported hourly on the hour. A microphone and lines are maintained in the weather bureau office, and broadcasts can be carried on a moment's notice.

An 'ABC of the FCC'

TO ANSWER questions which pour in from an inquisitive public regarding the FCC, an *ABC of the FCC* was published by that agency Jan. 11 for general distribution. Compiled by George O. Gillingham, press relations director, the document has been released in mimeographed form but will be published in pamphlet form as soon as funds are available.

The Commission receives thousands of inquiries monthly regarding every conceivable phase of radio and communications activity. In no few instances, listeners write the agency regarding individual programs. The new publication is designed, in one fell swoop, to answer every conceivable type of routine inquiry. Copies may be procured from the FCC on request.

Network Accounts

All time EST unless otherwise indicated.

New Business

ILLINOIS MEAT Co., Chicago (Redi-Meat) on Feb. 19 starts *Broadcast Quiz Show* on 5 Mutual stations, Mon., 8-8:30 p.m. Agency: Neisser-Meyerhoff, Chicago.

DR. W. J. ROSS Co., Los Alamitos, Cal., (dog & cat foods), on Jan. 6 started for 26 weeks, a five-minute transcribed program, *Dog Clinic*, on 31 Mutual-Don Lee Pacific Coast stations, Sat., 8-8:05 a.m. Agency: Howard Ray Adv., Los Angeles.

BANK OF AMERICA National Trust & Savings Assn., San Francisco on Jan. 28 starts *John Nesbitt*, commentator, on 3 NBC California Red & Blue stations (KECA KFSD KPO), Sun., 7-7:15 p.m. Agency: Chas. R. Stuart, San Francisco.

STERLING PRODUCTS Ltd., Windsor, Ont., (Bayer Aspirin) on Jan. 12 started *On the Boulevard* originating in Montreal, on 34 Canadian Broadcasting Corp. national network stations, Fri., 9.30-10 p.m. Agency Blackett-Sample-Hummert, N. Y.

STERLING PRODUCTS Ltd., Windsor, Ont., (Phillips Milk of Magnesia) on Jan 12 started *Waltz Time* from NBC New York on 34 Canadian Broadcasting Corp. national network stations, Fri., 9-9.30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

WM. WRIGLEY Jr. Co., Chicago (Doublemint gum), on Jan. 7 started *Gene Autry & His Melody Ranch* on 66 CBS stations, Sun., 6:30-7 p.m. Agency: J. Walter Thompson Co., Chicago.

NEHI Inc., Columbus, Ga. (Royal Crown Cola), on Feb. 16 will resume Robert Ripley's *Believe It or Not* on 77 CBS stations, Fri., 10:30-11 p.m. Agency: BBDO, N. Y.

LARUS & BRO., Richmond (Domino cigarettes), on Feb. 6 for 26 weeks starts *Mammoth Minstrels* on 4 NBC-Blue Pacific stations, Tues., 7:30-8 p.m. Agency: Warwick & Legler, N. Y.

Renewal Accounts

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Sunshine graham crackers) on Jan. 2 renewed quarter-hour participation on *Woman's Magazine of the Air*, NBC-Pacific Red, Tues., Thurs., 3.30-3.45 p.m. (PST). Agency: Newell-Emmett Co., N. Y.

BROWN & WILLIAMSON Tobacco Co., Louisville (Wings cigarettes), on Jan. 8 started *Barbers of Beeville*, Mon. and Fri., 9:15-9:30 p. m. (CST), on WGN, Chicago, and 29 Don Lee stations. Agency: Russell M. Seeds Adv. Co., Chicago.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!

LOW TEMPERATURE

CO-EFFICIENT CRYSTALS

Approved by FCC $30 Each

Supplied in Isolantite Air-Gap Holders in the 550-1550 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific

RADIO SERVICE

124 JACKSON AVENUE

University Park

HYATTSVILLE, MARYLAND

Sauce May Use Blue

GROCERY PRODUCTS Mfg. Corp., Union City, N. J., which has been running a test campaign of participations since last October for Kitchen Boquet on *Martha Deane's* program on WOR, Newark, and a women's program on KNX, Los Angeles, is considering a half-hour daily program featuring Mary Margaret McBride on 27 NBC-Blue stations. No starting date and no definite period have been scheduled, according to Ruthrauff & Ryan, New York, the agency placing the account.

ETHYL GASOLINE Corp., New York (gas, oil), on Jan. 1 for 52 weeks renewed *Tune-Up Time* on 66 CBS stations, Mon., 8-8:30 p.m. Agency: BBDO, N. Y.

PRUDENTIAL INSURANCE Co. of America, New York, on Dec. 18, 1939, renewed *When a Girl Marries* on 51 CBS stations, Mon. thru Fri., 12:15-12:30 p.m. Agency: Benton & Bowles, N. Y.

CHAS. H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia), on Feb. 2 renews *Waltz Time* on 45 NBC-Red stations, Fri., 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Jan. 24 renews *Quicksilver* on 53 NBC-Blue stations, Wed., 8:30-9 p.m. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

STERLING PRODUCTS, Wheeling, W. Va. (Bayer Aspirin), on Feb. 4 renews *American Album of Familiar Music* on 60 NBC-Red stations, Sun., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, Chicago.

LADY ESTHER Co., Chicago, on Jan. 22 renews *Lady Esther Serenade* on 50 CBS stations, Mon., 10-10:30 p.m. Agency: Pedlar & Ryan, N. Y.

STANDARD BRANDS, New York (Tenderleaf tea), on Jan. 7 renewed for 52 weeks *One Man's Family* on 62 NBC-Red stations, Sun., 8:30-9 p.m. (EST). Agency: J. Walter Thompson Co., N. Y.

GENERAL FOODS, New York (Maxwell House coffee), on Jan. 4 renewed for 52 weeks *Good News of 1940* on 83 NBC-Red and 26 CBC stations, Thurs., 9-10 p.m. (EST). Agency: Benton & Bowles, N. Y.

STANDARD OIL Co. of California, San Francisco, on Jan. 11 renewed *Standard School* on 12 NBC-Blue Pacific stations, Thurs., 11-11:45 a.m. (PST), and *Standard Symphony* on 6 NBC-Red Pacific stations, Thurs., 8:30-9 p.m. (PST). Agency: McCann-Erickson, San Francisco.

AMERICAN HOME PRODUCTS, New York (Bi-so-dol), on Jan. 30 renews *Mr. Keen, Tracer of Lost Persons* on 38 NBC-Blue stations, Tues., Wed., Thurs., 7:15-7:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Chipso), on Jan. 1 shifted *Manhattan Mother* point of origin from Chicago to New York. Program is broadcast by 10 CBS stations, Mon. thru Fri., 4:30-4:45 p.m. Agency: Compton Adv., N. Y.

AIR CONDITIONING TRAINING Corp., Youngstown, Ohio, on Jan. 28 will replace *Smilin Ed McConnell* with *Happy Jim Parsons* on 31 NBC-Blue stations, Sun., 10:45-11 a.m. Agency: National Classified Adv., Youngstown.

WARD BAKING Co., New York (bread), on Jan. 19 shifts *Tip Top Show* on 20 NBC-Blue stations, Thurs., 8:30-9 p.m. (EST), from Hollywood to New York for four weeks or more.

Sterling in Canada

STERLING PRODUCTS, Wheeling on Jan. 12 is adding the CBC to its *Waltz Time* program for Phillips Milk of Magnesia, heard on 45 NBC-Red stations, Fridays, 9-9:30 p.m. For Bayer aspirin, the company has started a new program on CBC titled *Along the Boulevards* and originating in Montreal, Canada, in the Friday 9:30-10 p.m. period. Blackett-Sample-Hummert, Chicago, is agency.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert Tobacco), on Jan. 13 added five stations to *Grand Ole Opry*, making a total of 28 NBC-Red stations, Sat., 10:30-11 p.m. Agency: Wm. Esty & Co., N. Y.

CAMPBELL SOUP Co., Camden (Franco-American Spaghetti), on Jan. 22 shifts *Lanny Ross* on 51 CBS stations from Mon., Wed., Fri., 11-11:15 a.m. to Mon. thru Fri., 2-2:15 p.m. (rebroadcast, 6-6:15 p.m.). Agency: Ward Wheelock Co., Philadelphia.

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap), on Jan. 29 will add a rebroadcast to *The O'Neills* on 19 NBC-Red stations, Mon. thru Fri., 12:15-12:30 p.m. (rebroadcast, 5:45-6 p.m.). Agency: Compton Adv. N. Y.

RICHFIELD OIL Corp., New York (gasoline, oil), on Jan. 6 added WOL, Washington, and WBAL, Baltimore, to *Confidentially Yours* making a total of 27 MBS stations, Sat., 6:30-6:45 p.m. (some stations, 7:30-7:45 p.m.). Agency: Sherman K. Ellis, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes) on Jan. 8 added five CBS stations (WBRY, WWVA, KROY, KWFT, WCAS) to *Blondie*, making a total of 92 CBS stations, Mon., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

Child Program Council Plans Six-Month Inquiry Into Juvenile Broadcasts

SECOND meeting of the Radio Council on Children's Programs formed recently "to bring about better children's radio programs" [BROADCASTING, Jan. 1], was held Jan. 10, at which time members of the council and representatives of the broadcasting industry met again to discuss the aims of the group.

None of the details of the meeting will be released for a two-week period, according to Dr. Alice Keliher, chairman of the Commission on Human Relations and recently appointed publicity chairman of the Council, who definitely stated the council plans to spend the next six months making an exhaustive survey of the best children's programs which have already been broadcast and which are currently on the air.

In other words, Dr. Keliher said, "the Council is going out to educate itself to learn how it may function in the best possible way as a liaison between the broadcasters and other organizations which have been trying to have only the best children's programs on the air. The council will try to offer solutions to the problems now faced by the networks in presenting juvenile programs, rather than merely criticize those broadcasts of which it may not approve."

KRAFT-PHENIX CHEESE Co., Chicago, has changed its corporate name to Kraft Cheese Co. The firm sponsors Bing Crosby's *Kraft Music Hall* on NBC.

BLILEY CRYSTAL UNITS

PRECISION BUILT FOR *dependable* OPERATION

Bliley Broadcast Crystals and Ovens meet all F.C.C. requirements. Write for Catalog G-11 describing complete line.

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.

TELEVISION RELAYS TO GET RCA TESTS

RCA engineers will make extensive tests of the feasibility of using radio relays to pass television signals from the originating station to points beyond the horizon, experiments which if successful will pave the way for a wireless networking of television programs, during the coming spring, it has been learned. However, RCA officials are refusing to comment on the situation at this time.

It is known, however, that laboratory experiments toward this end have been in progress for more than a year and current reports indicate that the company's engineers are about ready to try out their laboratory developments in the open. A low cost relay station, which can be mounted on a single pole about 60 or 70 feet high, and which can pick up and retransmit a video signal for a distance of from 25 to 50 miles, is said to be the heart of the system. Where the first relay stations will be set up or when this activity will begin, could not be learned.

WXYZ Signs AFRA

CONTRACT covering the employment of announcers, actors and singers at WXYZ, Detroit, was signed Jan. 10 by the station and the American Federation of Radio Artists. Emily Holt, executive secretary of the talent union, made a flying trip to Detroit to wind up negotiations, which Maj. James P. Holmes, AFRA's national field representative had carried through preliminary stages, and to sign the contract which is the first AFRA has secured in Detroit. Contract is said to be the standard form used by AFRA in cities outside the four major program producing centers. In New York, negotiations with WHN were being continued, with the probability that WEVD and WOV, foreign-language stations, would be approached by AFRA as soon as the WHN contract is signed.

WEVD, WQXR Pick IBEW

WEVD, New York, has executed a new two-year labor agreement with Local No. 913 Radio Broadcast Technicians & Engineers Union, IBEW, AFL affiliate. The agreement, effective Jan. 1, 1940, and running until Dec. 31, 1941, provides a wage increase of $2.50 per week for all technicians and engineers employed by the station, irrespective of the $45 minimum weekly wage provision contained in all the local union's agreements. Engineers and technicians of WQXR, New York, in a secret ballot election held early in January under an NLRB order, selected Local No. 913 of the IBEW as their collective bargaining representative. The AFL affiliate was chosen by three of the five persons voting, over the CIO American Communications Assn. union. The NLRB had ordered the ballot despite objection of the CIO, which held an agreement with Interstate Broadcasting Co., operators of the station.

Thompson Sells Paper

FREDERICK I. THOMPSON, member of the FCC since last April, has sold the *Alabama Journal*, of Montgomery, his last newspaper property. He formerly published newspapers in Mobile and Birmingham. Col. James Hammond, former publisher of the *Memphis Commercial Appeal*, and Nicholas Peay, of Little Rock, purchased the property.

BATTLING through a maze of official red tape, WMAZ, Macon, Ga., dispatched pint bottles of Georgia peach brandy as Christmas gifts to agency and radio executives throughout the country. The brandy, used to carry out WMAZ's slogan "Doing a Peach of a Job in Georgia", is manufactured right in Macon, so it was easy enough to buy, but—first the manufacturer had to send unbroken cases to the State liquor warehouse, addressed to a retailer who had to go down and accept the shipment and turn the cases over to Manager E. K. Cargill in the presence of State liquor officials. Then the cases had to be opened and repacked in individual mailing cartons under official supervision. Here is the relieved Manager Cargill (left) turning over the shipment to the Railway Express Agency representative. At right is F. C. Eighmey, manager of KGLO, Mason City, Ia., snowed under by more than 6,500 pieces of mail received during a five-week pre-Christmas contest conducted by the station, in which 40 RCA "Little Nipper" radios were given away. Eight radios were given each week to the persons naming correctly the six sponsors of the broadcast as announced on their program on the station.

Canadian Broadcasters Meet Jan. 22 To Discuss Effect of War on Industry

By JAMES MONTAGNES

THE effect of the war on broadcasting in Canada, the copyright situation, merchandising and program promotion, musicians' union, and Canadian Broadcasting Corp. policy regarding network broadcasts, will be discussed when the Canadian Association of Broadcasters begins its sixth annual convention at Montreal Jan. 22 in the Mount Royal Hotel.

About 50 of Canada's 75 privately-owned stations are to be represented at the convention. It is understood that a few station executives may not be present because of wartime activities, and one CAB director will not be on hand as in former years—Maj. William C. Borrett, CHNS, Halifax, who is serving with the Canadian Active Service Force [BROADCASTING Dec. 15].

Results of War

Wartime effect on broadcasting will be mentioned by CAB president Harry Sedgwick, CFRB, Toronto, in his review of the year, and discussion is expected on advertising trends, censorship, and other problems in connection with war-time operation of stations. One of the main subjects will be merchandising and the promotion of programs, the CAB being of the opinion that stations should do as little of this as necessary at their own cost, leaving such matters for the judgment of individual station managements. Lately there has been a trend toward more promotion requirements from advertising agencies at station expense.

With nearly four months of operation of the Canadian Broadcasting Corp. policy on custom-made networks, it is expected Canadian broadcasters will be able to weigh collectively the results of this policy for future discussion with the CBC officials. H. N. Stovin, CBC station relations chief, will be on hand to iron out any problems in which the CBC policy and operations affect the operations of privately-owned broadcasting stations. The CAB may ask either CBC General Manager Gladstone Murray or CBC Assistant General Manager Dr. A. Frigon to discuss matters with the broadcasters in convention.

The CAB will also take up the effect on the importation of recordings of the proposed increases being asked by the American Federation of Musicians from transcription makers. Such increases will hit Canadian broadcasters extra hard, for the importation of recordings means payment of heavy customs duty as well as an 11% premium on United States funds.

Directors of the CAB will meet on Jan. 21 to line up the agenda. No main speaker is expected at the convention, but representatives from the Association of Canadian Advertisers and the Association of Canadian Advertising Agencies are expected to address the convention. All-Canada Radio Facilities will give a cocktail party Jan. 21, and Western Canada Flour Mills, Toronto, will give a luncheon on Jan. 23 to the representatives of the 34 stations carrying the current *Cavalcade of Drama* campaign to present awards in the promotion done by stations for this campaign [BROADCASTING Dec. 1]. Stations CFCF, CKAC, CHLP, of Montreal, will be hosts to the broadcasters.

MORE than 33,000 books from 672 cities and towns in ten Eastern States were contributed for shut-ins in hospitals and institutions in Phil Cook's annual Christmas drive in his *Morning Almanac* program on WABC, New York. This year other CBS stations throughout the country took up the idea, 13 of which have reported an intake of 35,000 more books.

Snowman Motif

CHRISTMAS decoration motif of the studios of KGNF, North Platte, Neb., this year—instead of the traditional evergreen—was a seven-foot, prune-eyed apple-nosed snowman, the focal point for the station's annual radio parties, attended this year by 800 local children. The snowman's internal structure was a banana crate, bushel basket, half-bushel basket and a tall round carton. Decorating his cotton batting wardrobe were bright red buttons and cuffs of red streamers, with a belt of fir twigs and holly.

Spence an Applicant

APPLICATION for a new local in Washington, in which Edwin M. Spence, secretary-treasurer of the NAB, would hold an interest, was filed with the FCC Jan. 4 by the Capital Broadcasting Co. Stanley L. Horner, president of the Buick distributor in Washington, and Dyke Cullum, Washington representative of the National Automobile Dealers Assn., each holds 100 shares in the applicant company, with Mr. Spence holding 50 shares. Mr. Spence, prior to joining the NAB nearly two years ago as second-in-command, was manager of WBAL, Baltimore. Prior to that he headed WPG, Atlantic City municipally-owned station. The application is for 1420 kc. with 250 watts.

WOV's New Transmitter

WOV, New York, since it began operating full time on Jan. 3, has transferred its transmitter operations from Secaucus, N. J. to Kearney, N. J. The shift involved shunt-exciting one of its existing 225-feet steel towers, the installation of a coaxial transmission line, construction of a coupling unit and new ground system, as well as necessary alterations of the tower to facilitate these changes. The entire construction was done between 8 p. m., Jan. 2, and 6 p. m. Jan. 3, under the supervision of Robert E. Study, WOV chief engineer, with Bell Telephone Laboratories acting as consultants.

Buttermilk Hookup

CONSOLIDATED Products Co., Danville, Ill (semi-solid buttermilk), on Feb. 6 starts a thrice weekly quarter-hour program originating at WDAN, Danville, Ill., on the following special network: WLS, Chicago; WHKC, Columbus; WIRE, Indianapolis; WOWO, Fort Wayne; WDZ, Tuscola; WMT, Cedar Rapids. Titled the *Semi-solid Ramblers*, the program will be aired Tuesday, Thursday and Saturday, 6:30-6:45 a. m., CST. Agency is Mace Adv., Peoria.

WOODMEN ACCIDENT Co., Lincoln, Neb., (insurance), as part of its national campaign, starting Feb. 6, will sponsor for eight weeks a thrice-weekly five-minute philosophical live talent program featuring Ralph Scott on KNX, Hollywood. Agency is Presba, Fellers & Presba, Chicago.

MUZAK CORP., headed by Waddell Catchings, public utilities magnate, Jan. 12 filed with the FCC an application for a new F-M broadcast station in New York with 1,000 watts. Channels sought are 43.6 and 117.9 mc.

While crossing Ohio, the crew of Admiral Byrd's snow cruiser is interviewed by Jerry Burns, announcer, and Herb Flaig, WLW Special Events director.

WLW
WLW-WSAI
CINCINNATI

With three Mobile Units, WLW covers the events of outstanding interest in WLW-land. Besides innumerable local pick-ups, these units obtained over 200 out-of-town events for WLW listeners during 1939.

Why They Listen

...SPECIAL EVENTS

From the air, Michael Hinn, WLW newscaster, gets a vivid picture of Morehead, Ky., just after it was hit by a flash flood. Few hours later, the WLW Mobile Unit was broadcasting from the spot.

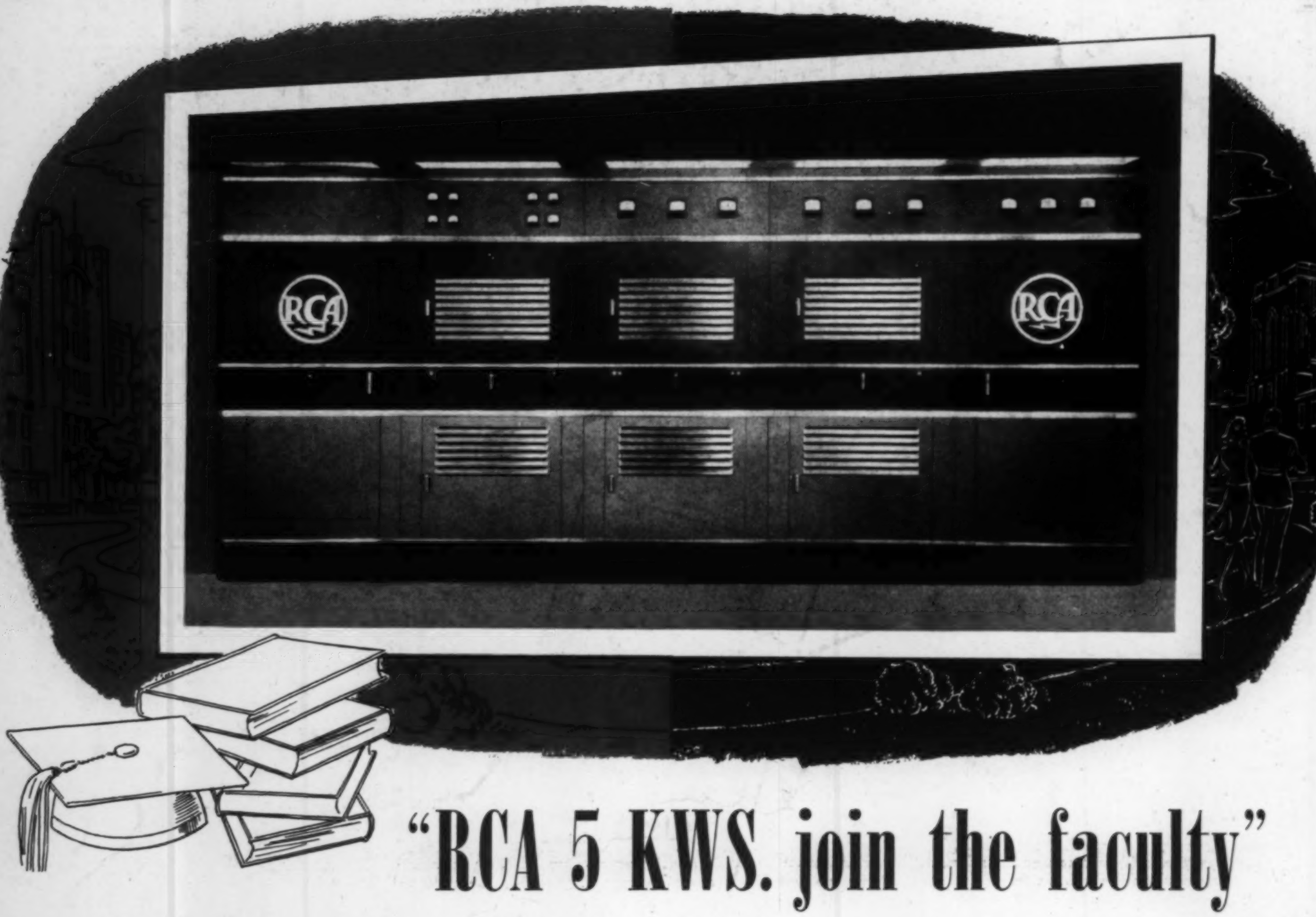
WLW not only welcomes, but maintains a Special Events department of four people, to seek out events which reflect life as it is lived in WLW-land.

Innumerable requests for time on WLW by various institutions and organizations and committees are not treated as one of those "necessary evils" incident to the operation of a broadcast station. But we consider these requests as definite opportunities to make our station a more integral part of the land which we serve.

This policy has taught listeners to depend upon WLW for broadcasts of news events and happenings that are genuinely of interest and concern to them. Three Mobile Units enable WLW to bring its listeners every major event within a radius of 250 miles—and frequently from as far as 600 miles.

REPRESENTATIVES — TRANSAMERICAN BROADCASTING & TELEVISION CORP. — NEW YORK — CHICAGO

WLW THE NATION'S *most "Merchandise-Able"* STATION



"RCA 5 KWS. join the faculty"

5-kilowatt RCA transmitters installed in college and university radio stations

When professors of electrical engineering and their associates choose a 5-kilowatt transmitter for their university *IT'S GOT TO BE GOOD!*

RCA is pleased to announce the selection of its famous air-cooled 5-D and 5-DX broadcast transmitters by the following universities:

5-D	WLB	University of Minnesota, Minneapolis, Minn.
5-D	WILL	University of Illinois, Urbana, Illinois
5-D	WTAQ	St. Norbert's College, West de Pere, Wis.
5-DX	WOI	Iowa State College, Ames, Iowa

When you select a 5-kilowatt transmitter, we believe you will find that a careful study of costs and performance will cause you to agree with the authorities in these colleges. You, too, will rank the 5-D and the 5-DX at the head of the class.

3 REASONS WHY YOUR REQUIREMENTS WILL BE SATISFIED, TOO

1. COMPLETELY AIR-COOLED—Use of new RCA air-cooled tubes ends need of water cooling equipment. Eliminates cumbersome tanks, pipes, machinery. Sets new standard of reliable operation.

2. POWER COSTS CUT NEARLY IN HALF—Power consumption greatly reduced by high efficiency circuit. Lower tube expenses. No critical or complicated circuits.

3. LOW AUDIO DISTORTION—Low distortion over entire audio-band result of high fidelity audio with equalized high gain feedback. Low carrier noise level. Feedback is stable. No critical settings.

Use RCA tubes in your station . . . for reliable performance

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